

CURRICULUM VITAE

Jörg Matthes
 Professor of Communication
 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: <https://advertisingresearch.univie.ac.at/>

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

ACADEMIC CAREER

- 03/2019-06/2019 **Visiting Research Fellow**, Department of Media and Communications, University of Sydney, Sydney, Australia
- 2016 **Guest Professor**, Department of Communication, University of Mannheim, Germany
- 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**, with more than 4,500 students. Since 2014, the Department became one of the leading places for communication research in the whole world, currently ranking as the **13th best department worldwide** according to the Shanghai Ranking. The Department was ranked as number 26 in 2018, 41 in 2017, top 100 in 2016, top 150 in 2015, top 200 in 2014, and not listed among the top 200 in any previous year.
- 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

COMPETITIVE RESEARCH AWARDS

- 05/2020 **Top 2 Paper Award** for the paper “‘They are amongst us’: News about terror, perceptions of sleeper terrorists, and negative stereotypes toward Muslims”, Religion & Media Interest Group, AEJMC annual convention, Toronto, Canada (co-author: Ruta Kaskeleviciute).
- 06/2019 **University of Vienna Teaching Award 2019** (category: “Giving and taking (peer-)feedback”) for the lecture *Advanced Quantitative Methods* held during the 2018 winter semester, awarded by the Rectorate of the University of Vienna, Austria.
- 05/2019 **John E. Hunter Meta-Analysis Award 2019** for the article “The effectiveness of celebrity endorsements: A meta-analysis” (published in the *Journal of the Academy of Marketing Science*, co-author: Johannes Knoll), Information Systems Division, ICA annual convention, Washington, D.C., USA.
- 05/2019 **Top Faculty Award** for the paper “Do journalists differentiate between Muslims and Islamist terrorists? A content analysis of terrorism news coverage”, Journalism Studies Division, ICA annual convention, Washington, D.C., USA (co-authors: Christian von Sikorski, Desirée Schmuck, Claudia Klobasa, Helena Knupfer & Melanie Saumer).
- 05/2019 **Top Student-led Paper Award** for the paper “Again and again: Exploring the influence of disclosure repetition on children’s cognitive processing of brand placements”, Children, Adolescents and the Media Division, ICA annual convention, Washington, D.C., USA, as a co-author of Ines Spielvogel & Brigitte Naderer.
- 10/2018 Recipient of the **IGor-Award** for the best and most interesting lecture (“Media Psychology”) delivered to communication students in the summer semester 2018, awarded by the students of the Department of Communication, University of Vienna.
- 08/2018 **Top Faculty Paper Award** for the paper “We drink so we are: Effects of perceived similarity with a drinker on observational learning”, Communicating Science, Health, Environment and Risk Division, AEJMC annual convention, Washington D.C., USA.
- 08/2018 **Top Paper Award** for the best paper published in *Mass Communication and Society* in 2017 for “‘Muslims are not Terrorists’: Islamic State coverage, journalistic differentiation between

terrorism and Islam, fear reactions, and attitudes toward Muslims” (co-authors: Christian von Sikorski, Desirée Schmuck & Alice Binder).

- 03/2018 Recipient of the **IGor-Award** for the best and most interesting lecture (“Introduction to Advertising Research”) delivered to communication students in the winter semester 2017/18, awarded by the students of the Department of Communication, University of Vienna.
- 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 Krieghbaum 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* (DGPK) 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* (DGPK), honoring the **best journal publication in 2003 (1st prize)**.

GRANTS & SCHOLARSHIPS

- 05/2020 Grant for the research project “Social media use and adolescents’ well-being”. Funded by the the *Austrian Science Fund* (FWF); **Principal Investigator**
Total: € 342.498,45
- 05/2020 Grant for the applied project “Image study of the University of Vienna”. Funded by the *Rectorate of the University of Vienna*; **Principal Investigator** (together with Alice Binder)
Total: € 35.000
- 04/2020 Grant for the research project “Data-driven campaigns: Intended and unintended consequences for democracy”. Funded by the *Austrian Science Fund* (FWF) within the program *NORFACE – New Opportunities for Research Funding Agency Cooperation in Europe*; **Co-Principal Investigator, project partner**
PIs: Sanne Kruikemeier (University of Amsterdam), Sophie Lecheler (University of Vienna), Kate Domett (University of Sheffield), Rachel Gibson (University of Manchester)
Austrian project part: € 253.323,00
Total: € 973.000
- 09/2019 Grant for the applied project, “Effects of Austrian Monopolists’ Betting and Gambling Ads – Update 2018”. Funded by the *Austrian Association for Betting and Gambling* (OVWG); **Principal Investigator**
Total: € 8.303
- 12/2017 Grant for the research project “Effects of Food Placements in Narrative Children's Media on Children’s Healthy Eating Behavior. Long Term Effects, Activation and Attention Allocation, as well as Effective Presentations”. Funded by the *Anniversary Fund* of the Austrian National Bank; **Principal Investigator**
Total: € 124.000
- 12/2017 Grant for the research project “Social Media and Political Engagement: Mechanisms and Contingencies”. Funded by the *Austrian Science Fund* (FWF); **Principal Investigator**

Total: € 331.278,15

- 10/2017 Grant for the applied project, “Effects of Austrian Monopolists' Betting and Gambling Ads”. Funded by the *Austrian Association for Betting and Gambling* (OVWG); **Principal Investigator**
Total: € 35.293
- 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
- 03/2017 Grant for the applied project “Evaluation der Informationskampagne ‘AusBildung bis 18’”. Funded by the *Federal Ministry of Labour, Social Affairs and Consumer Protection*; **Principal Investigator**
Total: € 61.888
- 05/2016 Grant for the applied 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
- 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
- 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
- 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
- 10/2014 Grant of the research project “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
- 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 (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
- 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

- 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**
- 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**
- 09/2006 Scholarship for the “Methods in the Social Sciences”, Lugano Summer School, Switzerland.
Funded by the Swiss National Science Foundation.
Total: € **560**
- 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**
- 05/2005-03/2007 Several junior fellowships to support conference travel.
Funded by the Swiss Academy of Humanities and Social Sciences
Total: € **2.800**

PUBLICATIONS

Impact

Over [10800 citations in Google scholar](#), **h-index: 45**

Edited Special Issues (6)

1. Rains, S. A., Matthes, J., & Palomares, N. A. (2020) (Eds.). Communication science and meta-analysis. Special Issue. *Human Communication Research*, 46(2-3), 115–354. [ISI listed]
2. Naderer, B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020) (Eds.). Native and embedded advertising formats in the digital world. Special Issue. *Communications. The European Journal of Communication*. [ISI listed]
3. Lecheler, S., Matthes, J., & Boomgaarden, H. (2019) (Eds.). Media and migration: Theoretical and empirical perspectives. Special Issue. *Mass Communication and Society*, 22(6), 691-871. [ISI listed]
4. Dimitrova, D.V., & Matthes, J. (2018) (Eds.). Social media and political campaigning around the world. *Journalism & Mass Communication Quarterly*, 95(2), 333-552. [ISI listed]
5. 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. [ISI listed]
6. Matthes, J. (Ed.) (2012). Framing Politics: An Integrative Approach. Special Issue. *American Behavioral Scientist*, 56, 247-375. [ISI listed]

Books (14)

7. Schramm, H., Matthes, J., & Schemer, C. (2019) (Eds.). *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung [Emotions meet cognitions. The interplay of emotional and cognitive processes in media reception and effects research]*. Wiesbaden: Springer VS.

8. Matthes, J. (Editor-In-Chief), Davis, C., & Potter, R.F. (Associate Editors) (2017). *The International Encyclopedia of Communication Research Methods*. New Jersey: Wiley/International Communication Association.
9. Wirth, W., Sommer, K., Wettstein, M., & Matthes, J. (2015) (Eds.). *Qualitätskriterien in der Inhaltsanalyse [Quality criteria in content analysis]*. Cologne: Halem.
10. Bilandzic, H., Schramm, H., & Matthes, J. (2015). *Lehrbuch Medienrezeptionsforschung [Textbook media reception research]*. Stuttgart: UTB.
11. Sommer, K., Wettstein, M., Wirth, W., & Matthes, J. (2014) (Eds.). *Automatisierung in der Inhaltsanalyse [Automated content analysis]*. Cologne: Halem.
12. Matthes, J. (2014). *Framing*. Baden Baden: Nomos.
13. 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*).
14. Kriesi, H., Lavenex, S., Esser, F., Matthes, J., Bühlmann, M., & Bochsler D. (2013). *Demokratija u eri globalizacije i medijalizacije*. Edicija 'Libertas', Beograd: Albatros Plus (Serbian Translation of *Democracy in the age of globalization and mediatization*).
15. 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.
16. Kriesi, H., Lavenex, S., Esser, F., Matthes, J., Bühlmann, M., & Bochsler D. (2013). *Democracy in the age of globalization and mediatization*. Basingstoke: Palgrave.
17. 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.
18. Matthes, J. (2007). *Framing-Effekte. Zum Einfluss der Politikberichterstattung auf die Einstellungen der Rezipienten [Framing Effects. How political news affect citizens' attitudes]*. Munich: Fischer.
19. 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.
20. 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 (148) [118 ISI listed]

21. Spielvogel, I., Naderer, B., & Matthes, J. (accepted). Disclosing product placement in audiovisual media services: A practical and scientific perspective on the implementation of disclosures across the European Union. *International Journal of Advertising*. [ISI listed]
22. Mayrhofer, M., & Matthes, J. (accepted). Observational learning of the televised consequences of drinking alcohol: Exploring the role of perceived similarity. *Nordic Studies on Alcohol and Drugs*. [ISI listed]
23. Matthes, J., & Prieler, M. (accepted). Nudity of male and female characters in television advertising across thirteen countries. *Journalism & Mass Communication Quarterly*. [ISI listed]
24. Spielvogel, I., Naderer, B., Matthes, J., & Obereder, A. (accepted). „Unterstützt durch Produktplatzierung“: Die Perspektive der Eltern gegenüber Regulierungsmaßnahmen für eingebettete Werbeformen in Film und Fernsehen. *Studies in Communication and Media*.
25. Binder, A., Naderer, B., & Matthes, J. (accepted). The effects of gain- and loss-framed nutritional messages on children's healthy eating behavior. *Public Health Nutrition*. [ISI listed]
26. Rains, S. A., Matthes, J., & Palomares, N. A. (2020). Communication science and meta-analysis: Introduction to the special issue. *Human Communication Research*, 46(2-3), 115–119. [ISI listed]
27. Karsay, K., Matthes, J., & Fröhlich, V. (2020). Gender role portrayals in television advertisements: Do channel

- characteristics matter? *Communications. The European Journal of Communication Research*, 45(1), 28-52. [ISI listed]
28. Matthes, J., Karsay, K., Schmuck, D., & Stevic, A. (2020). "Too much to handle": Impact of mobile social networking sites on information overload, depressive symptoms, and well-being. *Computers in Human Behavior*, 105, 106217. [ISI listed]
 29. Spielvogel, I., Naderer, B., & Matthes, J. (2020). Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of product placement. *International Journal of Advertising*, 39(5), 611-630. [ISI listed]
 30. Binder, A., Naderer, B., Matthes, J., & Spielvogel, I. (2020). Fiction is sweet. The impact of media consumption on the development of children's nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study. *Nutrients*, 12(5), 1478. [ISI listed]
 31. Matthes, J., Nanz, A., Stubenvoll, M., & Heiss, R. (2020). Processing news on social media. The political incidental news exposure model (PINE). *Journalism*. Advance online publication. [ISI listed]
 32. Binder, A., Heiss, R., Matthes, J., & Sander, D. (2020). Dealigned but mobilized? Insights from a citizen science study on youth political engagement. *Journal of Youth Studies*. Advance online publication. [ISI listed]
 33. von Sikorski, C., Heiss, R., & Matthes, J. (2020). How political scandals affect the electorate. Tracing the eroding and spillover effects of scandals with a panel study. *Political Psychology*, 41(3), 549-568. [ISI listed]
 34. Heiss, R., & Matthes, J. (2020). Stuck in a nativist spiral: Content, selection, and effects of right-wing populists' communication on Facebook. *Political Communication*, 37(3), 303-328. [ISI listed]
 35. Naderer, B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). Native and embedded advertising formats: Tensions between a lucrative marketing strategy and consumer fairness. *Communications. The European Journal of Communication Research*. Advance online publication. [ISI listed]
 36. Schmuck, D., Heiss, R., & Matthes, J. (2020). Drifting further apart? How exposure to media portrayals of Muslims affects attitudes polarization. *Political Psychology*. Advance online publication. [ISI listed]
 37. Naderer, B., Heiss, R., & Matthes, J. (2020). The skilled and the interested: How personal curation skills increase or decrease exposure to political information on social media. *Journal of Information Technology & Politics*. Advance online publication. [ISI listed]
 38. Mayrhofer, M., & Matthes, J. (2020). Laughing about a health risk? Alcohol in comedy series and its connection to humor. *Psychology of Popular Media Culture*. Advance online publication. [ISI listed]
 39. Binder, A., Naderer, B., & Matthes, J. (2020). A "forbidden fruit effect": An eye-tracking study on children's visual attention to food marketing. *International Journal of Environmental Research and Public Health*, 17(6), 1859. [ISI listed]
 40. Karsay, K., & Matthes, J. (2020). Sexually objectifying pop music videos, young women's self-objectification, and selective exposure: A moderated mediation model. *Communication Research*, 47(3), 428-450. [ISI listed]
 41. Naderer, B., Binder, A., Matthes, J., & Mayrhofer, M. (2020). Healthy, sweet, brightly colored, and full of vitamins: Cognitive and affective persuasive cues of food placements and children's healthy eating behavior. *International Journal of Advertising*. Advance online publication. [ISI listed]
 42. Matthes, J., Marquart, F., & von Sikorski, C. (2020). Likeminded and cross-cutting talk, network characteristics, and political participation online- and offline: A panel study. *Communications. The European Journal of Communication Research*. Advance online publication. [ISI listed]
 43. Knoll, J., Matthes, J., & Heiss, R. (2020). The social media political participation model: A goal systems theory perspective. *Convergence: The International Journal of Research into New Media Technologies*, 26(1), 135-156. [ISI listed]
 44. Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User generated content presenting brands on social media increases young adults' purchase intention. *International Journal of Advertising*, 39(1), 166-186. [ISI listed]
 45. Naderer, B., Binder, A., Matthes, J., Spielvogel, I., & Forrai, M. (2020). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. *Pediatric Obesity*, 15(3). [ISI listed]
 46. Lecheler, S., Matthes, J., & Boomgaarden, H. (2019). Setting the agenda for research on media and migration: State-of-the-art and directions for future research. *Mass Communication and Society*, 22(6), 691-707. [ISI listed]

47. Schmuck, D., Tribastone, M., Matthes, J., Marquart, F., & Bergel, E. M. (2019). Avoiding the other side? An eye-tracking study on selective exposure and selective avoidance effects in response to political advertising. *Journal of Media Psychology*. Advance online publication. [ISI listed]
48. Matthes, J., Knoll, J., Valenzuela, S., Hopmann, D.N., & von Sikorski, C. (2019). A meta-analysis of the effects of cross-cutting exposure on political participation. *Political Communication*, 36(4), 523-542. [ISI listed]
49. Karsay, K., Schmuck, D., Matthes, J., & Stevic, A. (2019). Longitudinal effects of excessive smartphone use on stress and loneliness: The moderating role of self-disclosure. *Cyberpsychology, Behavior, and Social Networking*, 22(11), 706-713. [ISI listed]
50. Karsay, K., Matthes, J., Buchsteiner, L., & Grosser, V. (2019). Increasingly sexy? Sexuality and sexual objectification in popular music videos, 1995-2016. *Psychology of Popular Media Culture*, 8(4), 346-357. [ISI listed]
51. Stevic, A., Schmuck, D., Matthes, J., & Karsay, K. (2019). "Age matters": A panel study investigating the influence of communicative and passive smartphone use on well-being. *Behaviour & Information Technology*. Advance online publication. [ISI listed]
52. Matthes, J., Schmuck, D., & von Sikorski, C. (2019). Terror, terror everywhere? How terrorism news shape support for anti-Muslim policies as a function of perceived threat severity and controllability. *Political Psychology*, 40(5), 935-951. [ISI listed]
53. Heiss, R., & Matthes, J. (2019). Does incidental exposure on Social Media equalize or reinforce participatory gaps? Evidence from a panel study. *New Media and Society*, 21(11-12), 2463-2482. [ISI listed]
54. Schmuck, D., & Matthes, J. (2019). Voting "against Islamization"? How anti-Islamic right-wing populist political campaign ads influence explicit and implicit attitudes toward Muslims as well as voting preferences. *Political Psychology*, 40(4), 739-757. [ISI listed]
55. Heiss, R., Schmuck, D., & Matthes, J. (2019). What drives interaction in political actors' Facebook posts? Profile and content predictors of user engagement and political actors' reactions. *Information, Communication & Society*, 22(10), 1497-1513. [ISI listed]
56. Schmuck, D., Karsay, K., Matthes, J., & Stevic, A. (2019). "Looking up and feeling down". The influence of mobile social networking site use on upward social comparison, self-esteem, and well-being of adult smartphone users. *Telematics and Informatics*, 42, 101240. [ISI listed]
57. Heiss, R., von Sikorski, C., & Matthes, J. (2019). Populist Twitter posts in news stories: Statement recognition and the polarizing effects on candidate evaluation and anti-immigrant attitudes. *Journalism Practice*, 13(6), 742-758. [ISI listed]
58. Naderer, B., Matthes, J., & Spielvogel, I. (2019). How brands appear in children's movies. A systematic content analysis of the past 25 years. *International Journal of Advertising*, 38(2), 237-257. [ISI listed]
59. Binder, A., Naderer, B., & Matthes, J. (2019). Do children's food choices go with the crowd? Effects of majority and minority peer cues shown within an audiovisual cartoon on children's healthy food choice. *Social Science & Medicine*, 225, 42-50. [ISI listed]
60. Heiss, R., Knoll, J., & Matthes, J. (2019). Pathways to political (dis-)engagement: Social media use motivations and the role of incidental and intentional exposure modes in adolescents' political engagement. *Communications – The European Journal of Communication Research*. Advance online publication. [ISI listed]
61. Matthes, J. (2019). Uncharted territory in research on environmental advertising: Toward an organizing framework. *Journal of Advertising*, 48(1), 91-101. [ISI listed]
62. Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: Food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity*, 14(4).[ISI listed]
63. Heiss, R., & Matthes, J. (2019). Funny cats and politics. Do humorous context posts impede or foster the elaboration of news posts on social media? *Communication Research*. Advance online publication. [ISI listed]
64. Matthes, J., Maurer, P., & Arendt, F. (2019). Consequences of politicians' perceptions of the news media: A hostile media phenomenon approach. *Journalism Studies*, 20(3), 345-363. [ISI listed]
65. von Sikorski, C., Matthes, J., & Schmuck, D. (2018). The Islamic State in the news: Journalistic differentiation of Islamist terrorism from Islam, terror news proximity, and Islamophobic attitudes. *Communication Research*. Advance online publication. [ISI listed]

66. Naderer, B., Matthes, J., & Zeller, P. (2018). Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction. *International Journal of Advertising*, 37(6), 852-870. [ISI listed]
67. von Sikorski, C., Schmuck, D., & Matthes, J., (2018). Eine Spirale der Angst? Terrorberichterstattung in den Medien, wahrgenommene Bedrohung und politische Einstellungen [A spiral of anxiety? Terrorism news in the media, perceived threats and political opinions]. *Psychologie in Österreich*, 38(5), 354-361.
68. Vonbun-Feldbauer, R., & Matthes, J. (2018). Do channels matter? Investigating media characteristics in the agenda-building process of an election campaign. *Journalism Studies*, 19(16), 2359-2378. [ISI listed]
69. Schmuck, D., Matthes, J., von Sikorski, C., Materne, N., & Shah, E. (2018). Are unidentified terrorist suspects always Muslims? How terrorism news shape news consumers' automatic activation of Muslims as perpetrators. *Religions*, 9(10), 286. [ISI listed]
70. Marti, M., Stauffacher, M., Matthes, J., & Wiemer, S. (2018). 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*, 38(4), 710-723. [ISI listed]
71. von Sikorski, C., Knoll, J., & Matthes, J. (2018). A new look at celebrity endorsements in politics: Investigating the impact of scandalous celebrity endorsers and politicians' best responses. *Media Psychology*, 21(3), 403-436. [ISI listed]
72. Hameleers, M., Bos, L., Fawzi, N., Reinemann, C., Andreadis, I., Corbu, N., ..., Matthes, J., Schmuck, D., ... & Weiss-Yaniv, N. (2018). Start spreading the news. A comparative experiment on the effects of populist communication on political engagement in sixteen European countries. *The International Journal of Press/Politics*, 23(4), 517-538. [ISI listed]
73. Dimitrova, D.V., & Matthes, J. (2018). Social media in political campaigning around the world: Theoretical and methodological challenges. *Journalism & Mass Communication Quarterly*, 95(2), 333-342. [ISI listed]
74. Schmuck, D., Matthes, J., & Naderer, B. (2018). Misleading consumers with green advertising? An affect-reason-involvement account of greenwashing effects in environmental advertising. *Journal of Advertising*, 47(2), 127-145. [ISI listed]
75. Karsay, K., Knoll, J., & Matthes, J. (2018). Sexualizing media use and self-objectification: A meta-analysis. *Psychology of Women Quarterly*, 42(1), 9-28. [ISI listed]
76. Naderer, B., Matthes, J., Marquart, F., & Mayrhofer, M. (2018). Children's attitudinal and behavioral reactions to product placements: Investigating the role of placement frequency, placement integration, and parental mediation. *International Journal of Advertising*, 37(2), 236-255. [ISI listed]
77. Schmuck, D., Matthes, J., Naderer, B., & Beaufort, M. (2018). The effects of environmental brand attributes and nature imagery in green advertising. *Environmental Communication*, 12(3), 414-429. [ISI listed]
78. Spielvogel, I., Matthes, J., Naderer, B., & Karsay, K. (2018). A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content. *Appetite*, 125, 63-71. [ISI listed]
79. Matthes, J., Knoll, J., & von Sikorski, C. (2018). The "Spiral of Silence" revisited: A meta-analysis on the relationship between perceptions of opinion support and political opinion expression. *Communication Research*, 45(1), 3-33. [ISI listed]
80. Mayrhofer, M., & Matthes, J. (2018). Drinking at work. The portrayal of alcohol in workplace-related TV dramas. *Mass Communication and Society*, 21(1), 94-114. [ISI listed]
81. Karsay, K., Matthes, J., Platzer, P., & Plinke, M. (2018). Adopting the objectifying gaze: Exposure to sexually objectifying music videos and subsequent gazing behavior. *Media Psychology*, 21(1), 27-49. [ISI listed]
82. Naderer, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2018). Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food choice. *Appetite*, 120, 644-653. [ISI listed]
83. Matthes, J., & Beyer, A. (2017). Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach. *Communication Research*, 44(8), 1075-1098. [ISI listed]
84. 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*, 34(4), 607-626. [ISI listed]

85. von Sikorski, C., Schmuck, D., Matthes, J., & Binder, A. (2017). "Muslims are not terrorists": Islamic state coverage, journalistic differentiation between terrorism and Islam, fear reactions, and attitudes toward Muslims. *Mass Communication and Society*, 20(6), 825-848. [ISI listed]
86. Schmuck, D., Matthes, J., & Paul, F. (2017). Negative stereotypical portrayals of Muslims in right-wing populist campaigns: Perceived discrimination, social identity threats, and hostility among young Muslim adults. *Journal of Communication*, 67(4), 610-634. [ISI listed]
87. 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]
88. 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]
89. 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]
90. 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]
91. 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]
92. 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]
93. 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.
94. 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]
95. Arendt, F., & Matthes, J. (2016). Nature documentaries, connectedness to nature, and pro-environmental behavior. *Environmental Communication*, 10(4), 453-472. [ISI listed]
96. 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]
97. Matthes, J., Prieler, M., & Adam, K. (2016). Gender-role portrayals in television advertising across the globe. *Sex Roles*, 75(7), 314-327. [ISI listed]
98. 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]
99. 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.
100. 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]
101. 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.
102. 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]
103. 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]
104. 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. [ISI listed]

105. 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]
106. 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]
107. 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]
108. Matthes, J. (2015). Observing the 'spiral' in the spiral of silence. *International Journal of Public Opinion Research*, 27(2), 155-176. [ISI listed]
109. 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]
110. Bowe, B. J., Fahmy, S., & Matthes, J. (2015). U.S. newspapers provide nuanced picture of Islam. *Newspaper Research Journal*, 36(1), 42-57.
111. 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]
112. 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]
113. 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.
114. 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.
115. 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.
116. 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.
117. 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]
118. 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]
119. 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.
120. 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.
121. 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]
122. 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.
123. 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]
124. 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]

125. 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]
126. 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]
127. 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]
128. 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.
129. Matthes, J., & Schemer, C. (2012). Diachronic framing effects in competitive opinion environments. *Political Communication*, 29(3), 319-339. [ISI listed]
130. Matthes, J. (2012). Exposure to counter-attitudinal news and the timing of voting decisions. *Communication Research*, 39(2), 147-169. [ISI listed]
131. Matthes, J. (2012). Framing politics: An integrative approach. *American Behavioral Scientist*, 56(3), 247-259. [ISI listed]
132. 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]
133. 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.
134. 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]
135. 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]
136. 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]
137. 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]
138. 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]
139. 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]
140. 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]
141. 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.
142. 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]
143. 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]

144. 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]
145. 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.
146. 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]
147. 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.
148. 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]
149. 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. [ISI listed]
150. 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]
151. Wirth, W., Stämpfli, I., Böcking, S., & Matthes, J. (2008). Führen viele Wege nach Rom? Berufssituation und Karrierestrategien des promovierten, wissenschaftlichen Nachwuchses in der Kommunikations- und Medienwissenschaft [Many roads lead to Rome? Situation and career perspectives of post-doctoral researchers in the field of communication]. *Publizistik, 53*, 85-113.
152. 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]
153. 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]
154. 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]
155. Kohring, M., & Matthes, J. (2007). Trust in news media. Development and validation of a multidimensional scale. *Communication Research, 34*, 231-252. [ISI listed]
156. 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]
157. 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.
158. 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]
159. Prommer, E., Lünenborg, M., Matthes, J., Mögerle, U., & Wirth, W. (2006). Die Kommunikationswissenschaft als Teil der gendered organization. Geschlechtsspezifische Befunde zur Situation des wissenschaftlichen Nachwuchses [The field of communication as a gendered organization. Gender-specific findings on the situation of emerging scholars]. *Publizistik, 51*, 67-91.
160. Matthes, J., Schemer, C., Willemsen, H., & Wirth, W. (2005). Zur Wirkung von Product Placements. Theoretische Überlegungen und experimentelle Befunde zum Mere Exposure-Effekt in audiovisuellen Medien [The effects of product placements. Theory and experimental evidence on the mere-exposure effect in audiovisual media]. *Medien Journal, 29*, 23-37.
161. Mögerle, U., Matthes, J., & Wirth, W. (2005). Zur Situation des wissenschaftlichen Nachwuchses in der Schweiz. Ergebnisse einer Befragung von Nachwuchswissenschaftlern bis zur Promotion [The situation of emerging scholars in Switzerland. Findings of a survey of PhD students]. *Medienwissenschaft Schweiz, 14*, 86-97.

162. Wirth, W., Matthes, J., Mögerle, U., & Prommer, E. (2005). Traumberuf oder Verlegenheitslösung? Einstiegsmotivation und Arbeitssituation des wissenschaftlichen Nachwuchses in Kommunikationswissenschaft und Medienwissenschaft [Job motivation and working conditions of emerging scholars in the field of communication]. *Publizistik*, 50, 320-340.
163. Matthes, J. (2004). Die Schema-Theorie in der Medienwirkungsforschung: Ein unscharfer Blick in die „Black Box“? [Schema theory in media effects research: A blurred gaze into the black box?] *Medien & Kommunikationswissenschaft*, 52, 545-568.
164. Kohring, M., & Matthes, J. (2004). Revision und Validierung einer Skala zur Erfassung von Vertrauen in Journalismus [Revising and validating a trust in news media scale]. *Medien & Kommunikationswissenschaft*, 52, 377-385.
165. Matthes, J., & Kohring, M. (2004). Die empirische Erfassung von Medien-Frames [The empirical measurement of media frames] *Medien & Kommunikationswissenschaft*, 52 (1), 56-75.
166. Kohring, M., & Matthes, J. (2003). Wer vieles bringt, wird manchem etwas bringen. Eine empirische Studie zur Akzeptanz von Hochschuljournalen [An empirical study on the acceptance of university newspapers]. *Publizistik*, 48, 274-287.
167. Matthes, J., & Kohring, M. (2003). Operationalisierung von Vertrauen in Journalismus [Operationalization of trust in news media]. *Medien & Kommunikationswissenschaft*, 51, 5-23.
168. Kohring, M., & Matthes, J. (2002). The face(t)s of biotech in the nineties: How the German press framed modern biotechnology. *Public Understanding of Science*, 11, 143-154. [ISI listed]

Book Chapters (59)

169. Binder, A., & Matthes, J. (accepted). Ernährungsbotschaften in den Medien: Persuasive Strategien und deren Wirkungen auf Kinder. In J. Godemann & T. Bartelmeß (Eds.), *Ernährungskommunikation. Interdisziplinäre Perspektiven – Theorien – Methoden*. Wiesbaden: Springer VS.
170. von Sikorski, C., & Matthes, J. (2020). Framing and journalism. In *Oxford Research Encyclopedia of Communication*. Oxford University Press.
171. Binder, A., von Sikorski, C., & Matthes, J. (2019). Skalenbasierte Messung von Informationsverarbeitung. In T. Faas, O. W. Gabriel & J. Maier (Eds.), *Politikwissenschaftliche Einstellungs- und Verhaltensforschung. Handbuch für Wissenschaft und Studium* (pp. 655-668). Baden-Baden: Nomos.
172. von Sikorski, C., & Matthes, J. (2019). Framing-Effekte im Gesundheitsbereich. In C. Rossmann & M.R. Hastall (Eds.), *Handbuch Gesundheitskommunikation. Kommunikationswissenschaftliche Perspektiven* (pp. 307-319). Wiesbaden: Springer VS.
173. Mayrhofer, M., Binder, A., & Matthes, J. (2019). Werbebilder in der Kommunikationsforschung: Die Ästhetik und Wirkformen des modernen Werbebildes. In K. Lobinger (Ed.), *Handbuch Visuelle Kommunikationsforschung* (pp. 205-226). Wiesbaden: Springer VS.
174. Matthes, J. (2019). Viel Luft nach oben. Eine kritische Reflexion zum Stellenwert der Methoden in der Kommunikationswissenschaft [A critical reflection on the state of methods in the field]. In H. Schramm, J. Matthes & C. Schemer (Eds.), *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung* (pp. 93-104). Wiesbaden: Springer.
175. Naderer, B., & Matthes, J. (2019). Der Involvementbegriff in der Werbeforschung: Zum überfälligen Ende eines schwer greifbaren Konzeptes [The involvement concept in advertising research: Toward abandoning a fuzzy concept]. In H. Schramm, J. Matthes & C. Schemer (Eds.), *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung* (pp. 21-34). Wiesbaden: Springer.
176. Marquart, F., & Matthes, J. (2019). Measuring selective reading behavior – An eye-tracking approach. In C. Peter, T.K. Naab & R. Kühne (Eds.), *Measuring media use and exposure* (pp. 221-243). Methoden und Forschungslogik der Kommunikationswissenschaft 14. Cologne: Halem Verlag.
177. Corbu, N., Bos, L., Schemer, C., Schultz, A., Matthes, J., de Vreese, C., Aalberg, T., & Suiter, J. (2019). Cognitive responses to populist communication: The impact of populist message elements on blame attribution and

- stereotyping. In C. Reinemann, J. Stanyer, T. Aalberg, F. Esser & C. de Vreese (Eds.), *Communicating populism. Comparing actor perceptions, media coverage, and effects on citizens in Europe* (pp. 183-206). New York, NY: Routledge.
178. Heiss, R., & Matthes, J. (2018). Operationalisierung und Messung [Operationalization and Measurement]. In C. Wagemann, A. Goerres, & M. Siewert (Eds.), *Handbuch Methoden der Politikwissenschaft*. Springer.
179. Hayes, A. F., & Matthes, J. (2017). Self-censorship, the spiral of silence, and contemporary political communication. In K. H. Jamieson & K. Kenski (Eds.), *Oxford Handbook on Political Communication* (pp. 763-767). Oxford, UK: Oxford University Press.
180. Arendt, F., & Matthes, J. (2017). Media effects: Methods of hypothesis testing. *The International Encyclopedia of Media Effects*, 1008-1019.
181. Naderer, B., Schmuck, D., & Matthes, J. (2017). Greenwashing: Disinformation through green advertising. In G. Siegert, M.B. Rimscha, & S. Grubenmann (Eds.), *Commercial communication in the digital age – Information or disinformation?* (pp. 105-120) Berlin: De Gruyter Mouton.
182. de Vreese, C., Reinemann, C., Esser, F., Hopmann, D.N., Aalberg, T., Van Aelst, P., Berganza, R., Hubé, N., Legnante, G., Matthes, J., Papathanassopoulos, S., Salgado, S., Sheaffer, T., Stanyer, J., & Strömbäck, J. (2017). Conclusion: Assessing news performance. In C. de Vreese, F. Esser & D.N. Hopmann (Eds.), *Comparing Political Journalism* (pp. 168-183). London / New York: Routledge.
183. Reinemann, C., Scherr, S., Stanyer, J., Aalberg, T., Van Aelst, P., Berganza, R., Esser, F., Hopmann, D.N., Hubé, N., Legnante, G., Matthes, J., Papathanassopoulos, S., Salgado, S., Sheaffer, T., Strömbäck, J., & de Vreese, C. (2017). Cross-conceptual architecture of news. In C. de Vreese, F. Esser & D.N. Hopmann (Eds.), *Comparing Political Journalism* (pp. 150-167). London / New York: Routledge.
184. Esser, F., Engesser, S., & Matthes, J. (2017). Negativity. In C. de Vreese, F. Esser & D.N. Hopmann (Eds.), *Comparing Political Journalism* (pp. 71-91). London / New York: Routledge.
185. Esser, F., de Vreese, C., Hopmann, D.N., Aalberg, T., Van Aelst, P., Berganza, R., Hubé, N., Legnante, G., Matthes, J., Papathanassopoulos, S., Reinemann, C., Salgado, S., Sheaffer, T., Stanyer, J., & Strömbäck, J. (2017). The explanatory logic: Factors that shape political news. In C. de Vreese, F. Esser & D.N. Hopmann (Eds.), *Comparing Political Journalism* (pp. 22-32). London / New York: Routledge.
186. Hopmann, D.N., Esser, F., de Vreese, C., Aalberg, T., Van Aelst, P., Berganza, R., Hubé, N., Legnante, G., Matthes, J., Papathanassopoulos, S., Reinemann, C., Salgado, S., Sheaffer, T., Stanyer, J., & Strömbäck, J. (2017). How we did it: Approach and methods. In C. de Vreese, F. Esser & D.N. Hopmann (Eds.), *Comparing Political Journalism* (pp. 10-21). London / New York: Routledge.
187. de Vreese, C., Esser, F., Hopmann, D.N., Aalberg, T., Van Aelst, P., Berganza, R., Hubé, N., Legnante, G., Matthes, J., Papathanassopoulos, S., Reinemann, C., Salgado, S., Sheaffer, T., Stanyer, J., & Strömbäck, J. (2017). Our goal. Comparing news performance. In C. de Vreese, F. Esser & D.N. Hopmann (Eds.), *Comparing Political Journalism* (pp. 1-9). London / New York: Routledge.
188. Matthes, J., & Arendt, F. (2016). Spiral of silence. In K.B. Jensen, R.T. Craig, J. Pooley & E. Rothenbuhler (Eds.), *The International Encyclopedia of Communication Theory and Philosophy* (pp 1940-1947). Wiley-Blackwell.
189. von Sikorski, C., & Matthes, J. (2016). Political scandals: The state-of-the-art and an agenda for future research. In G. Antanasov (Ed.), *Медии и комуникация – юбилеен сборник 40 години Факултет по журналистика и масова комуникация* [Media and communication – 40 years Faculty of Journalism and Mass Communication] (pp. 205-216). Sofia, Bulgaria: Sofia University Press.
190. Schmuck, D., Matthes, J., & Boomgaarden, H. (2016). Austria: Candidate-centered and anti-immigrant right-wing populism. In T. Aalberg, F. Esser, C. Reinemann, J. Strömbäck, & C. De Vreese (Eds.), *Populist Political Communication in Europe* (pp. 85-98). New York: Routledge.
191. Naderer, B., & Matthes, J. (2016). Verfahren zur Messung der Werbewirkung und Werbeeinflizienz. In F. Esch, T. Langner, & M. Bruhn (Eds.), *Handbuchreihe der Kommunikation – Controlling der Kommunikation* (pp. 363-383). Wiesbaden: Springer/Gabler.
192. Matthes, J., Marquart, F., Arendt, F., & Wonneberger, A. (2016). The selective avoidance of threat appeals in right-wing populist political ads: An implicit cognition approach using eye-tracking methodology. In P. Verlegh, H.

- Voorveld, & M. Eisend (Eds.), *Advances in Advertising Research, Vol. VI. The Digital, the Classic, the Subtle, and the Alternative* (pp. 135-147). Wiesbaden: Springer Gabler.
193. Wonneberger, A., & Matthes, J. (2015). Grüne Werbung. Inhalte und Wirkungen ökologischer Werbebotschaften [Green advertising. Content and effects of environmental ad appeals]. In G. Siegert, W. Wirth, P. Weber, & J. Lischka, (Eds.), *Handbuch Werbeforschung* (pp. 741-760). Wiesbaden: Springer VS.
194. Naderer, B., & Matthes, J. (2015). Kinder und Werbung: Inhalte, Mechanismen und Wirkungen [Children and advertising: Content, mechanisms, and effects]. In G. Siegert, W. Wirth, P. Weber, & J. A. Lischka (Eds.), *Handbuch Werbeforschung* (pp. 689-712). Wiesbaden: Springer VS.
195. Wirth, W., Sommer, K., Wettstein, M., & Matthes, J. (2015). Qualitätskriterien in der Inhaltsanalyse: Ein Vorwort [Quality criteria in content analysis: An introduction]. In W. Wirth, K. Sommer, M. Wettstein, & J. Matthes (Eds.), *Qualitätskriterien in der Inhaltsanalyse* (pp. 9-14). Methoden und Forschungslogik der Kommunikationswissenschaft 12. Köln: Halem Verlag.
196. Schemer, C., Kühne, R., & Matthes, J. (2014). The role of measurement invariance in comparative communication research. In M. J. Canel & K. Voltmer (Eds.), *Comparing political communication across time and space. New studies in an emerging field* (pp. 31-46). Basingstoke: Palgrave Macmillan.
197. Sommer, K., Wettstein, M., Wirth, W., & Matthes, J. (2014). Zum Schattendasein der automatisierten Inhaltsanalyse: Ein Vorwort [The shadowy existence of automated content analysis: An introduction]. In K. Sommer, M. Wettstein, W. Wirth & J. Matthes (Eds.), *Automatisierung in der Inhaltsanalyse* (pp. 9-15). Methoden und Forschungslogik der Kommunikationswissenschaft 11. Köln: Halem Verlag.
198. Matthes, J. (2014). Učinky reklamy a skeptický spotřebitel. In P. Zahrádka (Ed.), *Spotřební kultura: historie, teorie a výzkum* (pp. 211-232). Prague: Academia.
199. Arendt, F., & Matthes, J. (2014). Cognitive effects of political mass media. In C. Reineman (Ed.), *Political Communication* (pp. 547-568). Volume of the Handbook of Communication Sciences (HOCS). De Gruyter.
200. Matthes, J. (2014). Advertising effects despite scepticism: Eroticism, humour, and celebrities. In B. Flath & E. Klein (Eds.), *Advertising and design. Interdisciplinary perspectives on a cultural field* (pp. 79-94). Bielefeld: transcript Verlag.
201. Matthes, J. (2014). Zum Gehalt der Framing-Forschung: Eine kritische Bestandsaufnahme [The state of framing research: A critical analysis]. In F. Marcinkowski (Ed.), *Framing als politischer Prozess. Beiträge zum Deutungskampf in der politischen Kommunikation* (pp. 17-28). Schriftenreihe Politische Kommunikation und demokratische Öffentlichkeit, Band 6. Baden-Baden: NOMOS.
202. Matthes, J., & Hayes, A.F. (2014). Methodological conundrums in spiral of silence research. In W. Donsbach, C.T. Salmon & Y. Tsfati (Eds.), *The Spiral of Silence. New perspectives on communication and public opinion* (pp. 54-64). New York: Routledge.
203. Matthes, J. (2014). Kognition [Cognition]. In C. Wunsch, H. Schramm, V. Gehrau & H. Bilandzic (Eds.), *Handbuch Rezeptions- und Wirkungsforschung* (pp. 13-28). Band I: Medienrezeption. Baden-Baden: Nomos.
204. Hanna, A., Wells, C., Maurer, P., Shah, D. V., Friedland, L., & Matthes, J. (2013). 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)* (pp. 1-7), 2013. San Francisco.
205. Matthes, J., & Naderer, B. (2013). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen [The effects of food placements in children's movies]. In H. Schramm, J. Knoll & D. Schlütz (Eds.), *Innovation der Persuasion. Die Qualität der Werbe- und Markenkommunikation in neuen Medienwelten* (pp. 59-74). Köln: Halem.
206. Marquart, F., & Matthes, J. (2013). Charakteristika, Inhalte und Wirkungen politischer Plakate aus Sicht der Visuellen Kommunikations- und Framingforschung: Ein Forschungsüberblick [Characteristics, content, and effects of political poster ads from the perspective of visual communication and framing research: A review]. In S. Geise & K. Lobinger (Eds.), *Visual Framing. Perspektiven und Herausforderungen der Visuellen Kommunikationsforschung* (pp. 216-233). Köln: Halem.
207. Naab, T., Schlütz, D., Möhring, W., & Matthes, J. (2013). Standardisierung und Flexibilisierung in der Kommunikationswissenschaft: Ein notwendiger Diskurs [Standardization and openness in communication science: A necessary debate]. In T. Naab, D. Schlütz, W. Möhring, J. Matthes (Eds.), *Standardisierung und Flexibilisierung als*

- Herausforderungen der kommunikations- und publizistikwissenschaftlichen Forschung* (pp. 9-17). Köln: Halem Verlag.
208. Esser, F., & Matthes, J. (2013). Mediatization effects on political news, political actors, political decisions and political audiences. In H. Kriesi, S. Lavenex, F. Esser, J. Matthes, M. Bühlmann, & D. Bochsler (Eds.), *Democracy in the age of globalization and mediatization* (pp. 177-201). Basingstoke: Palgrave.
 209. Kühne, R., Schemer, C., & Matthes, J. (2012). Messäquivalenz in der komparativen Forschung: Eine Bestandsaufnahme [Measurement equivalence in comparative research: A primer]. In B. Stark, M. Magin, M. Maurer & O. Jandura (Eds.), *Methodische Herausforderungen komparativer Forschungsansätze* (pp. 238-257). Köln: Halem.
 210. Kohring, M., & Matthes, J. (2012). Dimensionen von Vertrauen in Journalismus: Zur Forschungslogik eines Mehrmethodendesigns [Dimensions of trust in journalism: On the research logic of a multi-method design]. In W. Loosen & A. Scholl (Eds.), *Methodenkombinationen in der Kommunikationswissenschaft. Methodologische Herausforderungen und empirische Praxis* (pp. 136-151). Köln: Halem.
 211. Wirth, W., Matthes, J., & Schemer, C. (2011). When campaign messages meet ideology: The role of arguments for voting behaviour. In H. Kriesi (Ed.), *Political communication in direct democratic campaigns: Enlightening or manipulating?* (pp. 188-204). New York: Palgrave Macmillan.
 212. Wirth, W., Schemer, C., Kühne, R., & Matthes, J. (2011). The impact of positive and negative affects in direct-democratic campaigns. In H. Kriesi (Ed.), *Political communication in direct democratic campaigns: Enlightening or manipulating?* (pp. 205-224). New York: Palgrave Macmillan.
 213. Matthes, J. (2010). Eine falsche Dichotomie? Überlegungen zum selbstverständlichen Zusammenspiel qualitativer und quantitativer Methoden [A wrong dichotomy? The natural interplay of qualitative and quantitative methods]. In A. Fahr (Ed.), *Zählen oder Verstehen? Zur aktuellen Diskussion um die Verwendung quantitativer und qualitativer Methoden in der empirischen Kommunikationswissenschaft* (pp. 91-107). Köln: Halem.
 214. Matthes, J. (2010). Frames in Political Communication: Toward clarification of a research program. In S. Allan (Ed.), *Rethinking communication: Keywords in communication research* (pp. 123-136). Cresskill: Hampton Press.
 215. Matthes, J., Kühne, R., Schemer, C., & Wirth, W. (2010). Nutzen oder glauben? Zum Verhältnis von Mediennutzung, Vertrauen in die politische Berichterstattung und Politikvertrauen [Using or believing? Media use, trust in political news and trust in politics]. In C. Schemer, W. Wirth & C. Wunsch (Eds.), *Zwischen Medienallmacht und -ohnmacht. Rezeption und Wirkung politischer Medienangebote* (pp. 261-275). Baden-Baden: Nomos.
 216. Schemer, C., Wirth, W., & Matthes, J. (2010). Kognitive und affektive Einflüsse auf Einstellungen in direktdemokratischen Kampagnen [The cognitive and affective effects direct-democratic campaigns on attitudes]. In T. Faas, K. Arzheimer & S. Roßteutscher (Eds.), *Politische Informationen – Wahrnehmung, Verarbeitung, Wirkung* (pp. 277-289). Wiesbaden: VS Verlag.
 217. Matthes, J. (2009). Identität und Vielfalt des Framing-Ansatzes. Eine systematische Analyse der Forschungsliteratur [Identity and diversity of framing research. A systematic assessment of the literature]. In P. Schulz, U. Hartung, & S. Keller (Eds.), *Identität und Vielfalt der Kommunikationswissenschaft* (pp. 117-131). Konstanz: UVK.
 218. Entman, R. M., Matthes, J., & Pellicano, L. (2009). Nature, sources and effects of news framing. In K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *Handbook of Journalism Studies* (pp. 175-190). Mahwah, NJ: Lawrence Erlbaum Associates.
 219. Wirth, W., Matthes, J., Schemer, C., & Husmann, T. (2008). Product Placements als Trojanische Pferde? Experimentelle Befunde zur Persuasion ohne explizite Erinnerung [Product placements as trojan horses? Experimental findings on persuasion without recognition]. In S. Trepte, U. Hasebrink & H. Schramm (Eds.), *Strategische Kommunikation und Mediengestaltung – Anwendung und Erkenntnisse der Rezeptions- und Wirkungsforschung* (pp. 97-114). München: Fischer.
 220. Matthes, J. (2008). Schemata and media effects. In W. Donsbach (Eds.), *The International Encyclopedia of Communication* (pp. 4502-4508). London: Blackwell.
 221. Matthes, J. (2008). Medien-Frames inhaltsanalytisch (be)greifen. Eine Analyse von 135 nationalen und internationalen Fachzeitschriftenaufsätzen, 1990-2005 [Analyzing media frames with content analysis. An analysis of 135 papers in national and international journals]. In: J. Matthes, W. Wirth, G. Daschmann & A. Fahr (Eds.), *Die Brücke zwischen Theorie und Empirie: Operationalisierung, Messung und Validierung in der Kommunikationswissenschaft* (pp. 159-179). Köln: Halem Verlag.

222. Wirth, W., & Matthes, J. (2008). Zur Quantifizierung von Konstruktvalidität: Problemaufriss und Entwicklung eines Validitätsindex [Quantifying construct validity: Toward developing an index]. In J. Matthes, W. Wirth, A. Fahr & G. Daschmann (Eds.), *Die Brücke zwischen Theorie und Empirie: Operationalisierung, Messung und Validierung in der Kommunikationswissenschaft* (pp. 14-27). Köln: Halem Verlag.
223. Schemer, C., Wirth, W., & Matthes, J. (2008). Out of the lab into the field – Zur Operationalisierung und Validierung von Informationsverarbeitungsprozessen in kommunikationswissenschaftlichen Befragungsstudien [Operationalizing information processing strategies in surveys]. In J. Matthes, W. Wirth, A. Fahr & G. Daschmann (Eds.), *Die Brücke zwischen Theorie und Empirie: Operationalisierung, Messung und Validierung in der Kommunikationswissenschaft* (pp. 28-47). Köln: Halem Verlag.
224. Kohring, M., Meijnders, A., Midden, C., Öhman, S., Olofsson, A., Matthes, J., Rusanen, M., Gutteling, J., & Twardowski, T. (2006). Whom to trust with genes on the menu? In G. Gaskell & M. Bauer (Eds.), *Genomics and society: Legal, ethical, and social dimensions* (pp. 60-74). London: Earthscan Publications.
225. Wirth, W., & Matthes, J. (2006). Eine wundervolle Utopie? Möglichkeiten und Grenzen einer normativen Theorie der (medienbezogenen) Partizipation im Lichte der neueren Forschung zum Entscheidungs- und Informationshandeln [Prospects and boundaries of media-related participation in light of the recent decision making literature]. In K. Imhof, R. Blum, H. Bonfadelli, & O. Jarren (Eds.), *Demokratie in der Mediengesellschaft* (pp. 341-361). Wiesbaden: VS Verlag für Sozialwissenschaften.
226. Matthes, J., & Kohring, M. (2006). Seeing is believing? Zum vermeintlichen Glaubwürdigkeitsvorsprung des Fernsehens im Vergleich zu Tageszeitung, Zeitschrift und Radio [Seeing is believing? The alleged credibility advantage of television]. In S. Weischenberg, W. Loosen & M. Beuthner (Eds.), *Medien-Qualitäten. Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung* (pp. 367-382). Konstanz: UVK.
227. Suckfüll, M., Matthes, J., & Markert, D. (2002). Rezeptionsmodalitäten. Definition und Operationalisierung individueller Strategien bei der Rezeption von Filmen [Reception modalities. Definition and operationalization of individual strategies for the reception of movies]. In P. Rössler, S. Kubisch, V. Gehrau (Eds.), *Empirische Perspektiven der Rezeptionsforschung* (pp. 193-211). München: Fischer.

Short Contributions (7)

228. Schramm, H., Matthes, J., & Schemer, C. (2019). Vorwort und Widmung. In H. Schramm, J. Matthes & C. Schemer (Eds.), *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung* (pp. V-VIII). Wiesbaden: Springer VS.
229. 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), 1-3.
230. Schönbach, K., Götzenbrucker, G., & Matthes, J. (2013). Neue Forschungsfelder und -perspektiven [New research areas and perspectives]. *Medien Journal*, 37, 29-34.
231. Matthes, J., Kuhlmann, C., Gehrau, V., Jandura, O., Möhring, W., Vogelgesang, J., & Wunsch, 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.
232. Matthes, J. (2011). Review of P. D'Angelo & J. A. Kuypers (Eds.), *Doing news framing analysis: Empirical and theoretical perspectives*. New York: Routledge, 2009. *International Journal of Press/Politics*, 16(2) 284-285.
233. Matthes, J., Mögerle, U., Wirth, W., & Prommer, E. (2005). Zu wenig Zeit für die Promotion [Lack of time for the PhD]. *Aviso*, 39, 22-23.
234. Wirth, W., Matthes, J., & Mögerle, Ursina (2005). Der Nachwuchs unter der Lupe. Ein Werkstattbericht zur Situation der schweizerischen wissenschaftlichen Nachwuchswissenschaftler/Innen bis zur Promotion [Taking stock of emerging scholars. A report on the situation of Swiss PhD students in the field]. *Medienwissenschaft Schweiz*, 14(2), 63-64.

Unpublished Research reports (10)

235. 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].
236. Schemer, C., Wirth, W., & Matthes, J. (2008). Kognitive und affektive Einflüsse auf Einstellungen in direktdemokratischen Kampagnen. NCCR Democracy Working Paper No. 22. Available at: <http://www.nccr-democracy.uzh.ch/nccr/publications> [09.07.2008].
237. Dohle, M., Hartmann, M., Kohring, M., Loosen, W., Maier, M., & Matthes, J. (2008). Bericht des DGpuK-Ausschusses "Arbeitsrechtliche Situation des wissenschaftlichen Mittelbaus". Unveröffentlichtes Gutachten. German Communication Association (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft).
238. Schemer, C., Matthes, J., & Wirth, W. (2008). Toward improving the validity and reliability of media information processing measures in surveys. NCCR Democracy Working Paper No. 14. Available at: <http://www.nccr-democracy.uzh.ch/nccr/publications> [09.07.2008].
239. Schemer, C., Wirth, W., & Matthes, J. (2007). The emotional underpinnings of democracy – The impact of positive and negative affect in a political campaign in Switzerland. NCCR Democracy Working Paper No. 13. Available at: <http://www.nccr-democracy.uzh.ch/nccr/publications> [09.07.2008].
240. Wirth, W., Matthes, J., & Schemer, C. (2006). Politische Willensbildung in der schweizerischen Mediengesellschaft. Zur Bedeutung öffentlich-rechtlicher und privater Medienangebote für (deliberative) politische Entscheidungsprozesse beim Publikum. Unpublished research report to the Federal Office of Communications (BAKOM). Zurich.
241. Wirth, W., Matthes, J., Mögerle, U., & Prommer, E. (2005). Wege in die Kommunikations- und Medienwissenschaft. Eine Befragung des wissenschaftlichen Nachwuchses in Deutschland, der Schweiz und Österreich. Tabellenband [online]. Available at: <http://www.dgpuk.de> [09.05.2005].
242. Kohring, M., Motikat, F., & Matthes, J. (2004). Das Vertrauen der Leser in die Ostthüringer Zeitung. Unpublished research report. Friedrich-Schiller-Universität Jena.
243. Gaskell, G. & the LSES research group (2003). Europeans and biotechnology in 2002. Eurobarometer (2nd Edition: March 21st 2003). A report to the EC Directorate General for research from the project 'Life Sciences in European Society' QLG7-CT-1999-00286. Unpublished research report. http://www.europa.eu.int/comm/public_opinion/archives/eb/ebs_177_en.pdf.
244. Kohring, M., & Matthes, J. (2000). Schlussberichte "Wissenschaftskommunikation – Projekt Hochschul-Journal" für die teilnehmenden Hochschulen. Friedrich-Schiller-Universität Jena (27 reports containing approx. 600 pages).

TALKS

Invited Talks and Keynotes (46)

1. Matthes, J. (2019, November). Getting your work accepted in academic journals: The role of research methods. Invited talk at the conference “Recent trends of communication research – A dialogue with academic journal editors in fields related to communication”, University of Macau, November 25, Macau, China.
2. Matthes, J. (2019, November). Content and effects of right-wing populists’ Facebook communication. Invited lecture at the interdisciplinary lecture series “Frontiers of Populism Research”, Central European University, November 20, Vienna, Austria.
3. Matthes, J. (2019, September). Shifting the boundaries of scientific inquiry with Citizen Science: Toward a roadmap. Invited talk at the workshop “The digital transformation: Implications for the Social Sciences and the Humanities”, September 25, Tokyo, Japan.
4. Matthes, J. (2019, April). “All that glitters is not gold”: Digital media and adolescents’ political engagement. Invited talk at the Department of Media and Communications of the University of Sydney, April 12, Sydney, Australia.
5. Matthes, J. (2018, October). Social media and the political engagement of young people. Invited lecture at the 5th AJC Hanoi Intensive Seminar Vienna “Current Issues in European Media and Communication Studies” at the Department of Communication of the University of Vienna, October 22, Vienna, Austria.
6. Matthes, J. (2018, September). Why, where, and how to publish in communication journals. Invited Lecture at the 6th convention of emerging scholars of the German Communication Association (DGPK), September 7, Bremen, Germany.
7. Matthes, J. (2018, July). Populist campaigns, political polarization, and social cohesion. Invited talk at the CeDem Asia 2018, July 12, Yokohama, Japan.
8. Matthes, J. (2018, June). Needs, potential and challenges for Citizen Science in Social Science. Invited talk at the meeting of the International Consortium for Citizen Science, June 5, San Sebastian, Spain.
9. Matthes, J. (2018, May). News media trust in polarized opinion environments. Invited keynote at the International Summer School “Trust in mediated communication”, May 30, Münster, Germany.
10. Matthes, J. (2018, April). Eating like Kung Fu Panda. Food presentations in the media and childhood obesity. Invited talk at the Departamento de Gestión Empresarial of the Universidad Loyola Andalucía, April 18, Cordoba, Spain.
11. Matthes, J. (2018, March). Effects of Anti-Muslim Populist Campaigns on Majority and Minority Groups: Implications for Social Cohesion. Invited talk at the workshop “The Politics of Contention: Communication, Populism, and the Crisis of Democracy”, March 2, Madison, USA.
12. 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.
13. Matthes, J. (2017, September). Reflections on best practices in communication research. Keynote at the international conference “Meet the Editors: Evolving Trends and Continuing Traditions in Communication Research” at Seoul National University, September 20, Seoul, South Korea.
14. 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.
15. 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.
16. 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.
17. 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.

18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. Matthes, J. (2014, September). Scientific Publishing. Invited Lecture at the second convention of emerging scholars of the German Communication Association (DGPK), Berlin, Germany.
25. Matthes, J. (2014, September). Presenting your work nationally and internationally. Invited Lecture at the second convention of emerging scholars of the German Communication Association (DGPK), Berlin, Germany.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. Matthes, J. (2013, July). “Daham statt Islam?” Zu den Wirkungen rechtspopulistischer Werbung. Invited talk at the Egyptian-Austrian Youth (ÄÖJ), July 1, Vienna, Austria.
34. Matthes, J. (2013, February). Schutzbedarf von Kindern versus Marktbedürfnisse – eine Herausforderung. Invited talk at the ‘Studententag des ORF-Publikumsrats’ (Austrian Public Broadcaster ORF). February 1, Vienna, Austria.
35. Matthes, J. (2013, January). Unbemerkte Werbewirkung. Konturen eines Forschungsprogramms. Inaugural lecture, Great Ballroom, University of Vienna, January 11, Vienna, Austria.
36. 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.

37. 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.
38. 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.
39. 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.
40. 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.
41. 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.
42. 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.
43. Matthes, J. (2010, March). „Freie“ politische Willensbildung und Medienberichterstattung. Inaugural Lecture, University of Zurich, Zurich, Switzerland.
44. 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.
45. 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.
46. 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 (132)

47. Binder, A., Naderer, B., Matthes, J., & Spielvogel, I. (2020, May). Fiction is sweet: The impact of media consumption on the development of children’s nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
48. Binder, A., Naderer, B., & Matthes, J. (2020, May). Experts, Peers, or Celebrities? Increasing children’s fruit choice using different social endorsers. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
49. Kruike-meier, S., Otto, L.P., Lecheler, S., & Matthes, J. (2020, May). Political profiling: Citizens’ perceptions towards data-driven targeting in India, Netherlands, and United States. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
50. Matthes, J., Karsay, K., Hirsch, M., Stevic, A., & Schmuck, D. (2020, May). Reflective smartphone disengagement: Conceptualization, measurement, and validation. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
51. Nanz, A., & Matthes, J. (2020, May). Learning from incidental exposure to political information in online environments. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
52. Neureiter, A., Hirsch, M., Matthes, J., & Naderer, B. (2020, May). Sustainable flying? The effects of greenwashed claims in airline advertising on perceived greenwashing, brand outcomes, and flying attitudes. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
53. Schmuck, D., Matthes, J., & von Sikorski, C. (2020, May). In the eye of the beholder: A case for the visual hostile media phenomenon. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.

54. Schmuck, D., Stevic, A., Matthes, J., & Karsay, K. (2020, May). Out of control? How parental lack of control over children's smartphone use affects children's self-esteem over time. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
55. Spielvogel, I., Naderer, B., Binder, A., & Matthes, J. (2020, May). The forbidden reward. The emergence of parent-child conflicts about food over time and the role of parents' communication strategies and feeding practices. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
56. Stevic, A., & Matthes, J. (2020, May). A vicious circle between children's non-communicative smartphone use and loneliness: Parents cannot do anything about it. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
57. Stevic, A., Schmuck, D., Karsay, K., & Matthes, J. (2020, May). Are smartphones enhancing or displacing face-to-face communication with close ties? A panel study among adults. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
58. Stevic, A., Schmuck, D., Koemets, A., Hirsch, M., Karsay, K., Thomas, M.F., & Matthes, J. (2020, May). Privacy concerns can stress you out: Investigating the reciprocal relationship between privacy concerns and stress. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
59. Stubenvoll, M., & Matthes, J. (2020, May). Four paths to misperceptions: Evidence from a panel study on resistance against factual journalistic evidence. Presentation at the (virtual) 70th annual conference of the *International Communication Association* (ICA), May 20-26.
60. Matthes, J., Nanz, A., Heiss, R., & Stubenvoll, M. (2019, August). Processing news on social media: The political incidental news exposure model. Presentation to the Communication Theory and Methodology Division at the *AEJMC Annual Convention*, August 7-10, Toronto, Canada.
61. Naderer, B., Matthes, J., & Schäfer, S. (2019, August). Effects of disclosing ads on Instagram: The moderating impact of similarity to the influencer. Presentation to the Advertising Division at the *AEJMC Annual Convention*, August 7-10, Toronto, Canada.
62. Schmuck, D., Tribastone, M., Matthes, J., Marquart, F., & Bergel, E. (2019, August). Avoiding the other side? An eye-tracking study investigating selective exposure and avoidance of political advertising. Presentation to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 7-10, Toronto, Canada.
63. Schmuck, D., Heiss, R., & Matthes, J. (2019, August). Drifting further apart? How exposure to media portrayals of Muslims affects attitudes polarization. Presentation to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 7-10, Toronto, Canada.
64. Naderer, B., Matthes, J., & Binting, S. (2019, June). It is just a spoof. Spoof placements and their impact on activation of conceptual persuasion knowledge as well as the referenced brand's memory and evaluation. Paper presented at the *18th International Conference on Research in Advertising* (ICORIA), June 27-29, Krems, Austria.
65. Spielvogel, I., Naderer, B., & Matthes, J. (2019, June). Disclosing brand placements on audiovisual media: A scientific and practical perspective on the implementation of disclosures in EU countries. Paper presented at the *18th International Conference on Research in Advertising* (ICORIA), June 27-29, Krems, Austria.
66. Heiss, R., & Matthes, J. (2019, May). Does incidental exposure on social media equalize or reinforce participatory gaps? Evidence from a panel study. Presentation at the 69th annual conference of the *International Communication Association* (ICA), May 24-28, Washington, D.C., USA.
67. Spielvogel, I., Matthes, J., & Naderer, B. (2019, May). Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of brand placements. Presentation at the 69th annual conference of the *International Communication Association* (ICA), May 24-28, Washington, D.C., USA.
68. Stevic, A., Schmuck, D., Matthes, J., & Karsay, K. (2019). "Age matters": A panel study investigating the influence of communicative and passive smartphone use on well-being. Presentation at the 69th annual conference of the *International Communication Association* (ICA), May 24-28, Washington, D.C., USA.
69. Matthes, J., Karsay, K., Schmuck, D., & Stevic, A. (2019). "Too much to handle": Impact of mobile social networking sites on information overload, depressive symptoms, and well-being. Presentation at the 69th annual conference of the *International Communication Association* (ICA), May 24-28, Washington, D.C., USA.

70. Schmuck, D., Karsay, K., Matthes, J., & Stevic, A. (2019, May). "Looking up and feeling down": The influence of mobile social networking site use on upward social comparison, self-esteem, and well-being of adult smartphone users. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
71. von Sikorski, C., Schmuck, D., Matthes, J., Klobasa, C., Knupfer, H., & Saumer, M. (2019, May). Do journalists differentiate between Muslims and Islamist terrorists? A content analysis of terrorism news coverage. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
72. Heiss, R., von Sikorski, C., & Matthes, J. (2018, August). The polarizing effect of a Twitter post: Investigating the effects of highlighted right-wing populist statements in political news coverage. Presentation at the general conference of the *European Consortium for Political Research (ECPR)*, August 22-25, Hamburg, Germany.
73. Mayrhofer, M., & Matthes, J. (2018, August). We drink so we are: Effects of perceived similarity with a drinker on observational learning. Presentation to the Communicating Science, Health, Environment and Risk Division at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
74. Matthes, J., Marquart, F., Naderer, B., Schmuck, D., & Arendt, F. (2018, August). Cause and effect: Development and state of the art of experimental communication research. Presentation to the Communication Theory and Methodology Division at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
75. Karsay, K., Matthes, J., & Fröhlich, V. (2018, August). Still no end to gender stereotypes in advertising: A content analytical comparison on different channels. Presentation to the Media Ethics Division at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
76. Mayrhofer, M., Naderer, B., & Matthes, J. (2018, August). Placing brands on Facebook: How the source and context of brand posts affect brand likeability. Presentation to the Advertising Division at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
77. Matthes, J., Schmuck, D., & von Sikorski, C. (2018, August). Terror, terror everywhere? How terrorism news shape anti-Muslim policy support: Perceived threat and risk controllability. Presentation to the Communication Theory and Methodology Division at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
78. Schmuck, D., Matthes, J., & von Sikorski, C. (2018, August). No compassion for Muslims? How terrorism news about Muslim victims influence emotions and policy support. Presentation to the Religion and Media Interest Group at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
79. Schmuck, D., Matthes, J., von Sikorski, C., Rahmanian, M., & Bulat, B. (2018, August). Muslims' responses to terrorism news: Perceived journalistic quality, discrimination, and attitudes toward the majority population. Presentation to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
80. Matthes, J., Marquart, F., & von Sikorski, C. (2018, August). Likeminded and cross-cutting talk, network characteristics, and political participation online- and offline: A panel study. Presentation to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 6-9, Washington, D.C., USA.
81. Heiss, R., Binder, A., Matthes, J., & Sander, D. (2018, June). Are adolescents really disengaged? Investigating the appeal of old and new spaces for political participation in a Citizen Science project. Presentation at the annual conference of the *European Political Science Association (EPSA)*, June 21-23, Vienna, Austria.
82. Mayrhofer, M., Matthes, J., Naderer, B., & Einwiller, S. (2018, May). The impact of alcohol brand appearances on Facebook on purchase intention. Presentation at the 68th annual conference of the *International Communication Association (ICA)*, May 24-28, Prague, Czech Republic.
83. Spielvogel, I., Matthes, J., Naderer, B., & Karsay, K. (2018, May). A treat for the eyes. How food cues in media content attract children's visual attention. Presentation at the 68th annual conference of the *International Communication Association (ICA)*, May 24-28, Prague, Czech Republic.
84. Matthes, J., & Naderer, B. (2018, May). Sugary, fatty, and prominent: Food and beverage appearances in children's movies across time, 1991-2015. Presentation at the 68th annual conference of the *International Communication Association (ICA)*, May 24-28, Prague, Czech Republic.

85. Matthes, J., Knoll, J., Valenzuela, S., Hopmann, D.N., & von Sikorski, C. (2018, May). A meta-analysis of the effects of cross-cutting exposure on political participation. Presentation at the 68th annual conference of the *International Communication Association* (ICA), May 24-28, Prague, Czech Republic.
86. Naderer, B., Matthes, J., Binder, A., & Mayrhofer, M. (2018). Healthy, sweet, brightly colored, and full of vitamins: Affective and cognitive persuasive strategies of food placements and children's healthy eating behavior. Presentation at the annual conference of the *American Academy of Advertising* (AAA), March 22-25, New York City, New York, USA.
87. Schmuck, D., Matthes, J., & Paul, F. (2017, August). Young Muslims' responses to anti-islamic right-wing populist campaigns: Discrimination, social identity threats, and hostility. Presentation to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 9-12, Chicago, Illinois, USA.
88. 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. Presentation at the *AEJMC Annual Convention*, August 9-12, Chicago, Illinois, USA.
89. 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. Presentation to the Religion and Media Interest Group at the *AEJMC Annual Convention*, August 9-12, Chicago, Illinois, USA.
90. 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.
91. 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.
92. 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.
93. 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.
94. 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.
95. 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.
96. 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.
97. 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.
98. 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.
99. 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.
100. 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.

101. 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.
102. 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.
103. 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.
104. 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.
105. 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.
106. 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.
107. 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.
108. 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.
109. 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.
110. 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.
111. 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.
112. 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.
113. 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.
114. 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.
115. 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.
116. 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.
117. 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.

118. 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.
119. 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.
120. 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.
121. 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.
122. 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.
123. 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.
124. 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.
125. 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.
126. 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.
127. 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.
128. 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.
129. 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.
130. 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.
131. 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.
132. 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.
133. 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.

134. 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.
135. 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.
136. 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.
137. 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.
138. 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.
139. 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.
140. 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.
141. 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.
142. 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.
143. 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.
144. 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.
145. 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.
146. 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.
147. 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.
148. 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.
149. 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.
150. 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.

151. 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.
152. 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.
153. 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.
154. 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.
155. 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.
156. 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.
157. 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.
158. 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.
159. 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.
160. 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.
161. 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.
162. 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.
163. 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.
164. 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.
165. 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.
166. 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.

167. 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.
168. 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.
169. 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.
170. 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.
171. 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.
172. 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.
173. 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.
174. 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.
175. 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.
176. 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.
177. 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.
178. 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 (68)

179. Reiter, F., & Matthes, J. (2020, May). Correctives of mainstream media? A panel study on mainstream media use, alternative media use, and the erosion of political interest. Paper accepted for presentation at the ICA 2020 pre-conference *From the rise of alternative media to the (dis)engagement of MSM: Making sense of the new political news environment and its audiences*, May 21.
180. Karsay, K., Schmuck, D., Matthes, J., & Stevic, A. (2020, March). Longitudinal relationships between excessive smartphone use, stress and loneliness: The moderating role of self-disclosure. Presentation at the *65th annual conference of the German Communication Association (DGPK)*, March 10-12, Munich, Germany.
181. Binder, A., & Matthes, J. (2020, March). Real or ideal? Effects of viewing ‘realistic’ and thin-idealized body presentations on Instagram on young women’s body satisfaction, body appreciation and perceptions of the ideal self. Presentation at the *65th annual conference of the German Communication Association (DGPK)*, March 10-12, Munich, Germany.

182. Binder, A., Spielvogel, I., & Matthes, J. (2020, January). Does the source matter? Eine experimentelle Untersuchung der Effekte von gesundheits- versus auf das Aussehen bezogene Frames in unterschiedlichen Medien auf das Gesundheitsverhalten von jungen Erwachsenen. Presentation at the *annual conference of the Media Audiences and Effects Division of the German Communication Association (DGPUK)*, January 23-25, Würzburg, Germany.
183. Naderer, B., Spielvogel, I., Matthes, J., Binder, A., Forrai, M., Knupfer, H., & Saumer, M. (2019, November). The impact of watching movies and series on children's BMI and the moderating role of perceived parental food rules. A longitudinal study. Presentation at the *European Conference of Health Communication (EHC)*, November 13-15, Zurich, Switzerland.
184. Binder, A., Naderer, B., & Matthes, J. (2019, May). Framing nutritional messages for children: Does perceived effectiveness influence or predict the intended behavior? Presentation at the *ICA Pre-Conference of the Health Communication Division*, May 24, Washington, D.C., USA.
185. Naderer, B., Matthes, J., & Schäfer, S. (2019, May). Werbe-Disclosure auf Instagram: Die moderierende Rolle der Ähnlichkeit mit dem Kommunikator. Presentation at the annual conference of the *German Communication Association (DGPUK)*, May 9-11, Münster, Germany.
186. Mayrhofer, M., Stubenvoll, M., von Sikorski, C., & Matthes, J. (2019, April). Kommunikation als Verantwortung? Interne und externe Wahrnehmung von Verantwortungsfaktoren am Beispiel der Universität Wien. Presentation at the conference "*Kommunikationswissenschaftliche Tage 2019*" of the *Austrian Society of Communication (ÖGK)*, April 25-27, Vienna, Austria.
187. Binder, A., Naderer, B., Spielvogel, I., Forrai, M., & Matthes, J. (2019, April). Der Zusammenhang zwischen Übergewicht und Fernsehkonsum bei Kindern und die moderierende Wirkung des elterlichen Erziehungsstils. Presentation at the conference "*Kommunikationswissenschaftliche Tage 2019*" of the *Austrian Society of Communication (ÖGK)*, April 25-27, Vienna, Austria.
188. Heiss, R., Naderer, B., & Matthes, J. (2018, December). "Healthwashing" uncovered: Health knowledge enables the detection of inappropriate health claims in food advertising. Paper presented at the *Kick-off Meeting Life & Health Science Cluster Tirol*, December 3-4, Innsbruck, Austria.
189. Karsay, K., Matthes, J., Schmuck, D., & Ecklebe, S. (2018, October). Posting happiness: A mobile experience sampling study investigating the role of mobile social media use on adolescents' well-being. Presentation at the *ECREA 2018 Pre-Conference Children and Adolescents in a Mobile Media World*, October 31, Lugano, Switzerland.
190. Karsay, K., Matthes, J., Coric, M., & Knoll, J. (2018, June). Inspiration for perspiration. Investigating the effects of fitspiration images on women's body image and inspirational goals. Presentation at the *Appearance Matters 8 conference*, June 12-14, Bath, UK.
191. Naderer, B., Heiss, R., & Matthes, J. (2018, May). The skilled and the interested: Investigating the interaction effect of social media literacy and political interest on exposure to political content on social network sites. Presentation at the *ICA 2018 Pre-Conference Media Literacy as an Intergenerational Project: Skills, Norms, and Mediation*, May 23, Munich, Germany.
192. Mayrhofer, M., Einwiller, S., & Matthes, J. (2017, December). Advertising on Facebook: A boost of popularity or skepticism? Presentation at the *2017 Conference on Digital, Mobile Marketing, and Social Media Analytics*, December 8-9, New York, USA.
193. Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2017, November). Advertisement disclosures on Facebook. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
194. Matthes, J., Naderer, B., Schmuck, D., & Eicher, C. (2017, November). Argumentationsstrategien in der grünen Werbung: Ein systematischer Vergleich von 10 Ländern. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
195. Matthes, J., Naderer, B., & Schmuck, D. (2017, November). Wer sind die grünen Konsumenten? Prädiktoren für nachhaltiges Kaufverhalten im internationalen Kontext. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.

196. 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.
197. Naderer, B., Obereder, A., Spielvogel, I., & Matthes, J. (2016, November). Die Perspektive der Eltern zur Werbepraxis 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.
198. 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 presented at the *Communication Research Methods 2016: Practices & Challenges*, pre-conference to the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
199. 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.
200. 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.
201. 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.
202. 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.
203. 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.
204. 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.
205. 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.
206. 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.
207. 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.
208. 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.
209. 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.
210. Matthes, J. (2011, November). Framing politics. An integrated approach. Presentation at the *4th NCCR Democracy Conference*, November 11, Thun, Switzerland.

211. 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.
212. 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 (DGPK)*, February 11-13, Münster, Germany.
213. 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.
214. 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 (DGPK)*, Vienna, Austria.
215. 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.
216. 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.
217. 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 (DGPK)*, January 22-24, Zurich, Switzerland.
218. 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 (DGPK)*, January 22-24, Zurich, Switzerland.
219. 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 (DGPK)*, September 17-19, Bad Tölz, Germany.
220. 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.
221. 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 (DGPK)*, April 30-May 2, Lugano, Switzerland.
222. 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 DGPK 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.
223. 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 (DGPK)*, Hamburg, Germany.
224. 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.
225. 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.

226. 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.
227. 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.
228. 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.
229. 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.
230. 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.
231. 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.
232. 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.
233. 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 (DGPUK)* in Hamburg, Germany.
234. 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 (DGPUK)* in Hamburg, Germany.
235. 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 (DGPUK)* in Hamburg, Germany.
236. 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 (DGPUK)* in Hamburg, Germany.
237. 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.
238. 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.
239. 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 (DGPUK)*, Salzburg, Austria.
240. 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 (DGPUK)*, Münster, Germany.
241. 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 (DGPUK)* “Chancen und Gefahren der Mediendemokratie”, Dresden, Germany.

242. 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.
243. 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.
244. 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.
245. 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.
246. 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.

MEMBERSHIP

since 01/2015	<i>Citizen Science Association</i>
since 06/2014	<i>American Academy of Advertising (AAA)</i>
since 2013	<i>Austrian Advertising Research Association (WWG)</i>
since 2011	<i>Austrian Communication Association (ÖGK)</i>
since 2012	<i>Network of European Political Communication Scholars (NEPOCS)</i>
since 2011	<i>European Advertising Academy (ICORIA)</i>
since 06/2006	<i>Association for Education in Journalism and Mass Communication (AEJMC), Communication Theory & Methodology and Advertising Divisions</i>
since 09/2005	<i>World Association for Public Opinion Research (WAPOR)</i>
since 05/2005	<i>International Communication Association (ICA), Political Communication and Mass Communication Divisions</i>
since 04/2002	<i>German Society of Psychology, Media Psychology Division</i>
since 04/2002	<i>German Communication Association (DGPUK)</i>

ACADEMIC LEADERSHIP AND SERVICE (INTERNATIONAL, SELECTED)

2020	President of the committee for the 2020 Worcester Prize for the best article published in the <i>International Journal of Public Opinion Research (IJPOR)</i> in 2019
2019	Committee member for the 2019 Worcester Prize for the best article published in the <i>International Journal of Public Opinion Research (IJPOR)</i> in 2018
2018	Committee member for the 2018 Worcester Prize for the best article published in the <i>International Journal of Public Opinion Research (IJPOR)</i> in 2017
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
2016-17	Division Head , Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication (AEJMC) .
2015-16	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)
- 2013-2014 **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)

2020	Member of the University of Vienna's core project team for the project "Employer Branding"
2020	Member of the scientific committee of the 6 th Austrian Citizen Science Conference, organised by the University of Vienna
2020	Member of the hiring committee for a Tenure Track professorship on "Politiken des Medialen"
2019	Member of the hiring committee for a Tenure Track professorship on Media and Intersectionality
2018-2019	Elected Chair of the hiring committee for a full professorship of communication, chair of Computational Communication
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)
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
since 2013	Organizer of the Research Colloquium Series , Department of Communication
2012-2014	Elected substitutional member of Dean's Advisory Board , Faculty of Social Sciences
2013-2016	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

- 2020 Special Issue **Guest Editor**, *Communications. The European Journal of Communication*, Title: Native and embedded advertising formats in the digital world.
- 2018 Special Issue **Guest Editor**, *Journalism & Mass Communication Quarterly*, Title: Social media and political campaigning around the world
- 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)**. The journal was accepted to the Social Science Citation Index in 2019, **IF = 2.3**.
- 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 2020 Editorial Board, *International Journal of Environmental Research and Public Health*

since 2019 Editorial Board, *Journal of Communication*

since 2019 Editorial Board, *International Journal of Communication*

since 2018 Editorial Board, *Journal of Broadcasting & Electronic Media*

since 2017 Editorial Board, *Mass Communication and Society*

since 2016 Editorial Board, *Annals of the International Communication Association*

since 2015 Editorial Board, *Journal of Media Psychology*

since 2015 Editorial Board, *Medien Journal; Journal of the Austrian Communication Association*

since 2014 Editorial Board, *Journalism & Mass Communication Quarterly*

since 2014 Editorial Board, *Journal of Advertising*

since 2013 Editorial Board, *transfer – Werbeforschung & Praxis. Zeitschrift für Kommunikation und Markenführung; journal of the Austrian Advertising Research Association*

since 2013 Editorial Board, *International Journal of E-Politics*

since 2012 Editorial Board, *Studies in Communication |Media; journal of the German Communication Association*

since 2012 Editorial Board, *Studies in Communication Sciences, journal of the Swiss Communication Association*

since 2012 Editorial Board *Journal of Applied Communication Research*

since 2011 Editorial Board *Communication Research*

since 04/2010 Editorial Board of the *International Journal of Public Opinion Research*

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 (75)

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*
- *Information, Communication & Society*
- *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 Children and 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 Health Nutrition*
- *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*
- *Child Development*
- *Computers in Human Behavior*
- *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*
- *Journal for the Scientific Study of Religion*
- *Journal of Cleaner Production*
- *Poetics*

AD HOC REVIEWER FOR GRANTS AND UNIVERSITIES

2020	Member of the selection committee for the 2020 Dissertation Award of the German Communication Association (DGPK)
2020	Member of the international selection committee of the Serra Hünter Programme, Catalunya, Spain
2020	Member of the external advisory board of the Faculty of Social Sciences, KU Leuven, Belgium
2019	New Opportunities for Research Funding Agency Cooperation in Europe (NORFACE)
2019/20	Member of the expert panel for “Social Sciences” for research evaluation, Charles University Prague, Czech Republic
2019	German Academic Scholarship Foundation, Germany
2018	External Reviewer, search committee for an associate professor (tenured), University of Zurich, Switzerland

- 2017 External Reviewer, search committee for a full professor, University of Koblenz-Landau, Germany
- 2017 Swiss National Science Foundation (SNF), Switzerland
- 2017 External Reviewer, search committee for a full professor, Paris-Lodron-University Salzburg, Austria
- 2016 External Reviewer, search committee for an associate professor, Charles University Prague, Czech Republic
- 2016 Israel Science Foundation (ISF), Israel
- 2015 External Reviewer, search committee for an associate professor, City University of Hong Kong, China
- 2015 External Reviewer, committee for a full professor, University of Fribourg, Switzerland
- 2015 External Reviewer, search committee for a full professor, Zeppelin University Friedrichshafen, Germany
- 2015 Reviewer, Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)
- 2015 External Reviewer, search committee for a full professor, Friedrich-Schiller-University of Jena, Germany
- 2015 Research Foundation – Flanders (Fonds Wetenschappelijk Onderzoek – Vlaanderen, FWO)
- 2015 German Research Council (DFG)
- 2014 National Science Foundation (NSF), United States
- 2014 External Reviewer, search committee for a full professor, Berlin University of the Arts, Germany
- 2014 External Reviewer, search committee for a full professor, University of Erfurt, Germany
- 2014 External Reviewer, tenure committee for a full professorship, Faculty of Social Sciences, Hebrew University of Jerusalem
- 2013 German Research Council (DFG) (multiple times)
- 2013 Netherlands Council for the Social Sciences (NWO)
- 2012 German Research Council (DFG)
- 2011 Swiss National Science Foundation (SNF)

REVIEWER FOR CONFERENCES

- 2020 Reviewer for the 6th Austrian Citizen Science Conference 2020, Vienna, Austria
- 2019 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 102th annual AEJMC conference, Toronto, Canada.
- 2018 Reviewer for the 69th annual conference of the International Communication Association (ICA); *Political Communication Division, Children, Adolescents, and Media Division*
- 2018 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 101th annual AEJMC conference

- 2017 Reviewer for the 4th International Summer School 2018 “*Trust in Mediated Communication*”, Münster, Germany
- 2017 Reviewer for the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic; *Children, Adolescents, and Media Division*
- 2017 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 100th annual AEJMC conference, Chicago, USA
- 2016 Reviewer for the 67th annual conference of the International Communication Association (ICA), San Diego, USA; *Political Communication Division, Mass Communication Division*
- 2016 Reviewer for the annual meeting of the *Reception and Effects Division* of the German Communication Association, Erfurt, Germany
- 2016 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 99th annual AEJMC conference, Minneapolis, USA
- 2016 Reviewer for the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan; *Political Communication Division*
- 2015 Reviewer for the 17th 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 65th annual conference of the International Communication Association (ICA), Puerto Rico; *Political Communication Division, Mass Communication Division*
- 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

- 11/2017 Organization of the joint annual convention of the Advertising Division and the Public Relations Division, German Communication Association. Topic: *Relations between Advertising and Public Relations: Differences, Similarities, Boundaries.*
- 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 eighth 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 (DGPK), 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

- 2019-2022 Successful nomination of the PhD candidate Franz Reiter for a three-year uni:docs fellowship awarded by the Center for Doctoral Studies of the University of Vienna (October 2019 – September 2022)
- 2018-2021 Successful nomination of the PhD candidate Marlis Stubenvoll for a three-year uni:docs fellowship awarded by the Center for Doctoral Studies of the University of Vienna (October 2018 – September 2021)
- 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.

PHD SUPERVISION

ongoing:

Marina F. Thomas (principal supervisor, U of Vienna)
 Ariadne Neureiter (principal supervisor, U of Vienna)
 Ruta Kaskeleviciute (principal supervisor, U of Vienna)
 Melanie Hirsch (principal supervisor, U of Vienna)
 Franz Reiter (principal supervisor, U of Vienna)
 Andreas Nanz (principal supervisor, U of Vienna)
 Anja Stevic (principal supervisor, U of Vienna)
 Priska Breves (co-supervisor, U of Wuerzburg, Germany)
 Marlis Stubenvoll (principal supervisor, U of Vienna)
 Liang Lei (principal supervisor, U of Vienna)
 Kim Heinz (principal supervisor, U of Vienna)
 Stefan Brunbauer (principal supervisor, U of Vienna)
 Ines Spielvogel (principal supervisor, U of Vienna)

completed:

2020: Alice Binder (principal supervisor, U of Vienna)
 2019: Andreas Enzinger (committee member, U of Vienna)
 2019: Christopher Ruppel (committee member, U of Vienna)
 2019: Mira Mayrhofer (principal supervisor, U of Vienna)
 2018: Kathrin Karsay (principal supervisor, U of Vienna), awarded with the **Award of Excellence, Austrian Federal Ministry of Education, Science and Research**, the **Top Social Science Dissertation Award** of the Faculty of Social Sciences, University of Vienna; and the **Kyoon Hur Dissertation Award** from the International Communication Association's (ICA) Mass Communication Division
 2018: Desirée Schmuck (principal supervisor, U of Vienna), dissertation awarded with the **Outstanding Doctoral Theses Award at the University of Vienna**
 2018: Raffael Heiss (principal supervisor, U of Vienna), dissertation awarded the **Top Social Science Dissertation Award** of the Faculty of Social Sciences, University of Vienna and the **EUREGIO dissertation award** by the state of Tirol
 2018: Magdalena Saldaña (committee member, University of Texas at Austin, USA)
 2018: Dominique Wirz (co-supervisor, U of Zurich, Switzerland)
 2018: Johanna Palcu (committee member, U of Vienna)
 2018: Tamara Frühsorger (principal supervisor, U of Vienna)
 2018: Anja Strejcek (co-supervisor, U of Vienna)
 2017: Brigitte Naderer (principal supervisor, U of Vienna), dissertation awarded with **Bank Austria Research Award** and the **Top Dissertation Award**, CAM Division, International Communication Association
 2016: Elisabeth Wolfsteiner (co-supervisor, U of Vienna)
 2015: Ramona Vonbun (principal supervisor, U of Vienna)
 2015: Franziska Marquart (principal supervisor, U of Vienna)

- 2014: Brian J. Bowe (committee member, Michigan State University, USA)
- 2014: Rinaldo Kühne (co-supervisor, U of Zurich, Switzerland);
- 2013: Thomas Biruhs (committee member, Vienna University of Economics and Business)
- 2013: Florian Arendt (principal supervisor, U of Vienna)
- 2013: Nils Borchers (co-supervisor, U of Mannheim, Germany)
- 2012: José Salvador Alvidrez Villegas (committee member, U of Salamanca, Spain)

SUPERVISED MA THESIS**University of Vienna, principal supervisor (203)****2020 (3)**

Yuhsi Chang	Thomas Gebetsberger	Yeseul Lim
-------------	---------------------	------------

2019 (56)

Bianca Ambros	Amina Belkhojayeva	Catherine Beck	Simone Bintinger	Raffaela Buch
Paulina Cichorz	Monika Coric	Caroline Dauner	Sarah Ecklebe	Sonja Fröschl
Stefan Gamperl	Sandra Gemovic	Hannes Golemic	Sandra Grund	Daniela Gullner
Serkan Gündogdu	Georg Helms	Melanie Hirsch	Natalie Indrist	Valentin Jakober
Georg Jeitler	Tamara Kaiser	Claudia Klobasa	Lisa Konegger	Cornelia Kotrba
Kristina Kunz	Hanna Lapp	Eva Liebentritt	Pascal Liegmann	Katharina Luger
Melanie Mai	Tamara Mair	Sarah Mederle	Carolina Meyer	Doron Nadav
Astrid Nentwich	Antonia Neurauter	Stefanie Peninger	Sara Pernikarz	Katerina Pickova
Thomas Pöllinger	Mona Rahmanian	Alice Ranzenbacher	Hannah Schilder	Isabella Schneider
Gregor Schrittwieser	Eva Schruf	Janine Schwalm	Alexander Seywald	Sophie Strasser
Sabine Streitner-Imb	Anna Umile	Aleksandra Vasilyuk	Anna-Maria Weinacht	Sarah Well
Claudia Zinkl				

2018 (37)

Sabrina Berndl	Katharina Czejka	Hannah Dietrich	Antonia Filka	Nathalie Forest
Sandra Fuchs	Agnieszka Gornikowska	Sabrina Grauer-Daugherty	Lena Harml	Karoline Höltge
Cristine Horga	Ruta Kaskeleviciute	Anna-Marie Kempin	Monika Knasmillner	Jessica Knoll
Theres Knötig	Claudia Koska	Begüm Kurt	Fethi G. Kurt	Ewelina Marszowska
Nicole Materne	Ellen Mericka	Olga Mikhaylova	Nicholas Pasch	Miriam Rauch
David Reichert	Stephanie Schäfer	Annette	Marie Schmidt	Cornelia Schneeweis

Schievekamp

Julian Schneps	Julia Schrodtt	Anasthasia Sorta Rebecca	Anja Stevic	Nataliya Titova
Nina Unger	Natia Vardzelashvili			

2017 (17)

Nina A. Ametzberger	Eva Maria Bergel	Pascal Bierbaumer	Katharina Czejka	Carolin Eicher
Sandra Felscher	Katharina Heidenreich	Lisa Hummel	Phillip Ivellio-Vellin	Christina Meister
Marissa Neureiter	Agnes Obereder	Phillip Platzer	Ines Spielvogel	Parada Sritaragul
Iris Temminghoff	Kristina Tomic			

2016 (27)

Denise Bader	Alice Binder	Lisa-Maria Buchsteiner	Elisabeth Eder	Timo Efkes
Patrizia Flunger	Marie-Thérèse Fleischer	Christina Franchi	Teresa Fuchs	Kristina Grgić
Veronika Grosser	Natalie Jablonski	Cornelia Kahr	Anna Kaltenböck	Tanja Kattnig
Michaela-Christina Moser	Anna-Maria Oberpriller	Tatjana Petkovski	Myrna Plinke	Daniela Purer
Andreas Riedl	Tamara Schober	Amelie Springer	Felix Stoisser	Nina Twongirwe
Verena Wagner	Marko Zloušić			

2015 (15)

Maren Beaufort	Anita Curnekova	Sophie Degenfeld	Lisa Ettl	Valerie Fröhlich
Alexander Huber	Marina Janda	Aleksandar Jojic	Saskia Kiel	Ulrike Kristen
Alexander Maurer	Kim Pintaric	Laura Roth	Pia Stifter	Lisa Zohmann

2014 (33)

Martina Aibler	Marieluise Brandstätter	Lukas Corswandt	Christina Fronius	Daniela Gruber
Monir Hashemzadeh	Kimiya Honarwasch	Christina Hösch	Nina Hutter	Christian Idl
Anna Jung	Sabrina Kainz	Bastian Kießling	Stephanie Köck	Carla Laganda

Marie-Isabell Lohmann	Iulia Miclaus	Natalia Mikusova	Anna Moosbeckhofer	Sophie Mostögl
Diana Nestel	Julia Ortner	Annika Pansy	Octavia Peyrou	Christina Prinz
Nina Putz	Elisabeth Rapp	Karin Rittsteuer	Desirée Schmuck	Lisa Trappl
Georg Völkel	Andreas Weigl	Patrick Zeller		

2013 (12)

Marlene Beck	Stefan Brunbauer	Jasmin Bussolon	Nathalie Ezzo	Franziska Leimlehner
Marlene Müller	Andrea Münch	Manina Mestas	Mira Nemcekova	Migena Ostermann
Marlene Schloffer	Philip Schreiner			

2012 (3)

Andrea Azocar	Kathrin Karsay	Astrid Schlager		
---------------	----------------	-----------------	--	--

University of Zurich, principal and co-supervisor (35)

2012

Neslihan Demirtas	Rebekka Fürer	Adrian Rauchfleisch		
-------------------	---------------	---------------------	--	--

2011

Diana Brugger	Thomas Häusermann	Babette Malsch	Eleonora Savides	Julian Wallace
---------------	-------------------	----------------	------------------	----------------

2010

Katrin Dorfschmid	Stéphanie Grubenmann	Anja Hansen	Eliane Knecht	Michèle Marti
Rahel Perrot				

2009

Fabienne Fini	Sarah Hefti	Danila Helfenstein	Florence Horisberger	Thomas Husmann
Valeria Mini	Renzo Sigrist	Simon Zogg		

2008

Carlo A. Gadiant	Aurora L. Sorbello	Nadja Tomovski	Mirjam Urben	
------------------	--------------------	----------------	--------------	--

2007

Sarah Eicher

Sarah Morf

Nadine Pachoud

Mayumi Sugaya

2006

Ernest Albert

Sabrina Bächler

Anna-Katerina Kissling

Annina Tschanz

Hilke Willemsen

SUPERVISED BA THESIS**University of Vienna, principal supervisor (96)****2016 (22)**

Sherif Abdel Aziz	Silvia Brunthaler	Kateryna Butylina	Anika Dang	Aya El Ghanam
Philipp Fischer	Alina Götz	Anna Grubauer	Floriana Hofmann	Nicole Hrouzek
Bettina Kofler	Shanice Messina Izquierdo	Johanna Nagel	Antonia Neurauder	Patrick Nicola
Kenji Oku	Rebecca Scheffauer	Linda Stadelmann	Andrea Stockinger	Sophia von Pezold
Sabrina Wawrein	Marinka Willson			

2015 (23)

Daniel Beham	Simone Bintinger	Ioana-Cristina Costin	Caroline Dauner	Diana Dehgraf
Benedikt Entner	Isabel Groetzinger- Singer	Katharina Heidenreich	Sophie Ipkovich	Viktoria Jakupovic
Lamin Jammeh	Carolina Janat	Daniela Kremenetska	Anton Kürschner	Katharina Luger
Magdalena Mairhofer	Gabriele Neuwirth	Julia Pozveg	Ali Sabahi	Eva Scharnreithner
Daria Schlacher	Kira Teichert	Ornella Wächter		

2014 (27)

Karoline Adam	Nadja Azarian	Miruna Bulik	Jana Egelhofer	Kathrin Franzmeyer
Florian Frauendorfer	Sabrina Grauer	Maximilian Haselsteiner	Marie-Helene Huber	Lisa Hummel
Lisa Kieseewetter	Marlene Koller	Ramona Krug	Bernhard List	Anna-Katharina Neumeyer
Marissa Neureiter	Mira Oberkofler	Constanze Otto	Alina Poisinger	Christoph Riedler
Melanie Roither	Julia Römer	Sophie Scharner	Stephanie Schorsch	Katarina Singer
Paul Spethmann	Jasmin-Michelle Wurmlinger			

2013 (24)

Anna Betanishvili	Sarah Birminghamstorfer	Ijilchimeg Chojjav	Katharina Czejka	Katja Deutschmann
Matilda Hagne	Isabella Händler	Markus Hinrichs	Lisa Jeglitsch	Carina Leonhartsberger
Emanuel Liedl	Julia Macher	Amela Mandzic	Sven Roland	Dominik Rosinger
Nadja Ruthner	Sofie Sagmeister	Viktoria Schardl	Tamara Schober	Alona Schrenk- Nikitina
Ines Spielvogel	Verena Trümmel	Silvia Wieland	Nicole Zänker	

TEACHING

Lectures, University of Vienna

Fall 2019	Theories and Practice of Advertising and Market Research
Fall 2019	Advanced Quantitative Methods
Fall 2018	Strategic Communication – Current Approaches in Advertising, PR and Market Communication
Fall 2018	Introduction to Strategic Communication
Fall 2018	Theories and Practice of Advertising and Market Research
Fall 2018	Advanced Quantitative Methods
Spring 2018	Statistical Data Analysis
Spring 2018	Introduction to Media Psychology
Fall 2017	Advanced Quantitative Methods
Fall 2017	Theories and Practice of Advertising and Market Research
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

Fall 2019	Master Thesis Colloquium
-----------	--------------------------

Fall 2019	Research Master Class: Seminar Research Project A
Spring 2018	Master Thesis Colloquium
Fall 2017	Research Master Class: Seminar Research Project A
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 2017	Colloquium, Communication Research
Fall 2013	Framing in Sociology, Psychology, Political Science, and Communication

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.

Erasmus Teaching Exchange

Fall 2018 Seminar at the Department of Communication, Public Relations and Advertising, Babeş-Bolyai University (BBU), Cluj-Napoca, Romania

Spring 2014 Seminars and lecture: Modern Political Communication, Recent Trends in Advertising Research on the BA/MA programme *Public Relations and Journalism*, 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.