

Curriculum Vitae

Jörg Matthes
 Professor of Communication
 Chair, Department of Communication
 University of Vienna
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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 **7th best department worldwide** according to the Shanghai Ranking. The Department was ranked as number 14 in 2020, 13 in 2019, 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

- 08/2021 **Top Method Paper Award** for the paper “Perceived exposure to misinformation fuels emotional concerns about COVID-19: A cross-country, multi-method investigation”, Communication Theory and Methodology Division, (virtual) AEJMC annual convention (co-authors: Nicoleta Corbu, Soyeon Jin, Yannis Theocharis, Christian Schemer, Karolina Koc-Michalska, Peter van Aelst, Toril Aalberg, Ana Cardenal, Laia Castro, Claes de Vreese, David Hopmann, Tamir Sheafer, Sergio Splendore, James Stanyer, Agnieszka Stepinska, Jesper Strömbäck & Vaclav Stetka).
- 08/2021 **First Place Open Paper Competition** for the paper “Perceived exposure to misinformation fuels emotional concerns about COVID-19: A cross-country, multi-method investigation”, Communication Theory and Methodology Division, (virtual) AEJMC annual convention (co-authors: Nicoleta Corbu, Soyeon Jin, Yannis Theocharis, Christian Schemer, Karolina Koc-Michalska, Peter van Aelst, Toril Aalberg, Ana Cardenal, Laia Castro, Claes de Vreese, David Hopmann, Tamir Sheafer, Sergio Splendore, James Stanyer, Agnieszka Stepinska, Jesper Strömbäck & Vaclav Stetka).
- 08/2021 **First Place Faculty Paper Award** for the paper “Who says ‘Muslims are not terrorists’? News differentiation, Muslim vs. non-Muslim sources, and attitudes toward Muslims”, Religion & Media Interest Group, (virtual) AEJMC annual convention (as a co-author of Ruta Kaskeleviciute & Helena Knupfer).
- 08/2021 **First Place Paper Award** for the paper “Living is easy with eyes closed: Avoidance of targeted political advertising in response to privacy concerns, perceived personalization and overload”, Political Communication Division, virtual AEJMC annual convention (as a co-author of Marlis Stubenvoll, Alice Binder, Selina Noetzel & Melanie Hirsch).
- 08/2021 **Fourth Place Paper Award** for the paper “Seeing political information online incidentally. Effects of first- and second-level incidental exposure on democratic outcomes”, Political Communication Division, virtual AEJMC annual convention (as a co-author of Andreas Nanz).
- 05/2021 **Top Faculty Paper Award** for the paper “The anatomy of European political information environments: A demand-driven analysis of how they perform and inform democracy”, Political Communication Division, (virtual) ICA annual convention 2021 (co-authors: Laia Castro, Jesper Strömbäck, Frank Esser, Peter Aelst, Claes de Vreese, Toril Aalberg, Ana Cardenal, ... et. al.)
- 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

- 09/2021 Grant for the applied project “Political influencing on social media during the election campaign of the 2021 German national elections”. Funded by the *Landesanstalten Medien NRW*; **Principal Investigator** (together with Alice Binder)
Total: € 44.686,23
- 03/2021 Grant for the applied project “Measuring the loss of image due to time delays”. Funded by the *Wiener Linien* (Vienna’s Public Transport Operator); **Principal Investigator** (together with Alice Binder)
Total: € 29.617
- 12/2020 Grant for the applied project “Concept for marketing/communication for the disease management program Chronic Heart Failure”. Funded by the *Austrian Health Insurance Fund* (Österreichische Gesundheitskasse); **Principal Investigator** (together with Alice Binder)
Total: € 49.690
- 12/2020 Grant for the research project “Citizen science engagement of refugees”. Funded by the *Austrian Science Fund* (FWF); **Principal Investigator** (together with Alice Binder)
Total: € 49.960,58
- 07/2020 Grant for the research project “YouCount – Empowering youth and cocreating social innovations and policymaking through youth-focused citizen social science” (YOUCOUNT). Funded by the *Horizon 2020 program* of the European Union; **Co-Principal Investigator**
Austrian part project: € 273.461
Total: € 2.200.000
- 05/2020 Grant for the research project “Social media use and adolescents’ well-being”. Funded by 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 NORFACE program *Democratic Governance in a Turbulent Age*; **Co-Principal Investigator, project partner**
PIs: Sanne Kruikemeier (University of Amsterdam), Sophie Lecheler (University of Vienna), Kate Dommett (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: € 97.629
- 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 [16,400 citations in Google scholar](#), **h-index: 58**

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 Research*, 45(3), 273-388. [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(3), 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 (195) [163 ISI listed]

21. Karsay, K., Matthes, J., Schmuck, D., & Ecklebe, S. (accepted). Messaging, posting, and browsing: A mobile experience sampling study investigating youth's social media use, affective well-being, and loneliness. *Social Science Computer Review*. [ISI listed]
22. Kaskelvičiute, R., & Matthes, J. (accepted). A vicious cycle? Threat of terror, perceived media bias, and support for surveillance policies. *Mass Communication and Society*. [ISI listed]
23. Matthes, J., Hirsch, M., Stubenvoll, M., Binder, A., Kruikemeier, S., Lecheler, S., & Otto, L. (accepted). Understanding the democratic role of perceived online political micro-targeting: Longitudinal effects on trust in democracy and political interest. *Journal of Information Technology & Politics*. [ISI listed]
24. Nanz, A., & Matthes, J. (accepted). Democratic consequences of incidental exposure to political information: A meta-analysis. *Journal of Communication*. [ISI listed]
25. Schmuck, D., Hirsch, M., Stevic, A., & Matthes, J. (accepted). Politics – simply explained? How influencers affect youth's perceived simplification of politics, political cynicism, and political interest. *The International Journal of Press/Politics*. [ISI listed]
26. Schmuck, D., Matthes, J., von Sikorski, C., Rahmanian, M., & Bulat, B. (accepted). Tearing us apart? Muslims' attitudes toward the majority population in response to differentiated versus undifferentiated news about terror. *International Journal of Communication*. [ISI listed]
27. Binder, A., Stubenvoll, M., Hirsch, M., & Matthes, J. (2022). Why am I getting this ad? How the degree of targeting disclosures and political fit affect persuasion knowledge, party evaluation, and online privacy behaviors. *Journal of Advertising*. Advance online publication. [ISI listed]
28. Castro, L., Strömback, J., Esser, F., van Aelst, P., de Vreese, C., Aalberg, T., Cardenal, A., Corbu, N., Hopmann, D., Koc-Michalska, K., Matthes, J., Schemer, C., Sheaffer, T., Splendore, S., Stanyer, J., Stepinska, A., Stetka, V., & Theocharis, Y. (2021). Navigating high-choice European political information environments: A comparative analysis of news user profiles and political knowledge. *The International Journal of Press/Politics*. Advance online publication. [ISI listed]
29. Knupfer, H., & Matthes, J. (2021). An attack against us all? Perceived similarity and compassion for the victims mediate the effects of news coverage about right-wing terrorism. *Studies in Conflict & Terrorism*. Advance online publication. [ISI listed]
30. Matthes, J. (2022). Social media and the political engagement of young adults: Between mobilization and distraction. *Online Media and Global Communication*. Advance online publication.
31. Matthes, J., Schmuck, D., & von Sikorski, C. (2021). In the eye of the beholder: A case for the visual hostile media phenomenon. *Communication Research*. Advance online publication. [ISI listed]
32. Reiter, F., Heiss, R., & Matthes, J. (2022). Explaining attitude-consistent exposure on social network sites: The role of ideology, political involvement, and network characteristics. *Social Science Computer Review*. Advance online publication. [ISI listed]

33. Reiter, F., & Matthes, J. (2021). Correctives of the mainstream media? A panel study on mainstream media use, alternative digital media use, and the erosion of political interest as well as political knowledge. *Digital Journalism*. Advance online publication. [ISI listed]
34. Reiter, F., & Matthes, J. (2021). "The good, the bad, and the ugly". A panel study on the reciprocal effects of negative, dirty, and positive campaigning on political distrust. *Mass Communication and Society*. Advance online publication. [ISI listed]
35. Schmuck, D., Stevic, A., Matthes, J., & Karsay, K. (2021). Out of control? How parents' perceived lack of control over children's smartphone use affects children's self-esteem over time. *New Media and Society*. Advance online publication. [ISI listed]
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Short Contributions (7)

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279. Schönbach, K., Götzenbrucker, G., & Matthes, J. (2013). Neue Forschungsfelder und -perspektiven [New research areas and perspectives]. *Medien Journal*, 37, 29-34.
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Unpublished Research reports (12)

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Talks

Invited Talks and Keynotes (59)

1. Matthes, J. (2022, March). *Incidental exposure to political information on social media and democracy: What do we know so far?* Invited talk at the Institute of Communication and Media Studies (icmb) of the University of Bern, March 17., Bern, Switzerland.
2. Matthes, J. (2021, November). *What ERC panels do: A casual report.* Invited talk at the (virtual) workshop “Grant proposal writing for postdocs in the social sciences” at the Vienna Doctoral School of Social Sciences (ViDSS) of the University of Vienna, November 30.
3. Matthes, J. (2021, November). *The role of social media for youth political engagement.* Invited talk at the (virtual) EPRA Workshop “Evidence based regulation – Youth engagement in the digital environment”, November 24.
4. Matthes, J. (2021, October). *Data-driven campaigning and targeted political advertising: Does media literacy matter?* Invited talk at the (virtual) international conference “Media literacy: Classical and new dimensions” at the Sofia University ‘St. Kliment Ohridski’, October 28.
5. Matthes, J. (2021, September). *Der Kampf um die Deutungshoheit: Was kann “politisches Framing”?* Invited talk at the Mind-Academy 2021, September 23-24, Mannheim, Germany.
6. Matthes, J. (2021, June). *Digital media and political engagement of young adults: The social media political participation paradox.* Invited talk at the (virtual) 4th International Forum on China’s Image and Global Communication at the Shanghai International Studies University, June 19.
7. Matthes, J. (2021, May). *Incidental exposure to political information on social media: Does it really matter for democracy?* Invited talk at the (virtual) GCCRC 2021 International Conference “New media technologies and social impact”, Sungkyunkwan University, May 7, Seoul, South Korea.
8. Matthes, J. (2021, April). *Digital media, the COVID-19 crisis and happiness.* Invited keynote at the (virtual) Megatrends and Media 2021 Conference, April 21.
9. Matthes, J. (2021, April). *Communication Science today.* Invited speaker at the podium at the (virtual) DACH 21 – Three-Country Conference on Communication Science, April 7, Zurich, Switzerland.
10. Matthes, J. (2021, January). *Publishing in peer-reviewed journals.* Invited talk at the workshop “Publication Strategies in the Social Sciences” at the Graduate Center of the Faculty of Social Sciences at the University of Vienna, January 26, Vienna, Austria.
11. Matthes, J. (2020, September). *Citizen Science in den Geistes-, Sozial- und Kulturwissenschaften: Wo stehen wir?* Invited keynote at the (virtual) 6th Austrian Citizen Science Conference, September 14, Vienna, Austria.
12. Matthes, J. (2020, September). *Citizen Science in den Geistes-, Sozial- und Kulturwissenschaften.* Invited speaker at the podium (online discussion) at the 6th Austrian Citizen Science Conference, September 14, Vienna, Austria.
13. Matthes, J. (2020, June). *Wie wirkt Sprache in Zeiten von Corona?* Invited speaker at the podium at the online discussion „Semesterfrage 2020” at the University of Vienna, June 22, Vienna, Austria.
14. 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.
15. 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.
16. 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.
17. 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.

18. 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.
19. 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.
20. Matthes, J. (2018, July). *Populist campaigns, political polarization, and social cohesion*. Invited talk at the CeDem Asia 2018, July 12, Yokohama, Japan.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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.
34. 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.
35. 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.
36. 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.

37. Matthes, J. (2014, September). *Scientific Publishing*. Invited Lecture at the second convention of emerging scholars of the German Communication Association (DGPUK), Berlin, Germany.
38. Matthes, J. (2014, September). *Presenting your work nationally and internationally*. Invited Lecture at the second convention of emerging scholars of the German Communication Association (DGPUK), Berlin, Germany.
39. 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.
40. 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.
41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. Matthes, J. (2013, July). "Daham statt Islam?" *Zu den Wirkungen rechtspopulistischer Werbung*. Invited talk at the Egyptian-Austrian Youth (ÄÖJ), July 1, Vienna, Austria.
47. Matthes, J. (2013, February). *Schutzbedarf von Kindern versus Marktbedürfnisse – eine Herausforderung*. Invited talk at the 'Studientag des ORF-Publikumsrats' (Austrian Public Broadcaster ORF). February 1, Vienna, Austria.
48. Matthes, J. (2013, January). *Unbemerkte Werbewirkung. Konturen eines Forschungsprogramms*. Inaugural lecture, Great Ballroom, University of Vienna, January 11, Vienna, Austria.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.
54. 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.

55. 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.
56. Matthes, J. (2010, March). „Freie“ *politische Willensbildung und Medienberichterstattung*. Inaugural Lecture, University of Zurich, Zurich, Switzerland.
57. 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.
58. 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.
59. 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 (189)

60. Castro, L., Theocharis, Y., Stepinska, A. M., Hopmann, D. N., Schemer, C., Corbu, N., Matthes, J., Koc-Michalska, K., Aalberg, T., Cardenal, A. S., de Vreese, C., Esser, F., Sheaffer, T., Splendore, S., Stanyer, J., Strömbäck, J., Stetka, V., & van Aelst, P. V. (2022, May). *How healthy political discussions invigorate online participation: Evidence from 17 European countries*. Presentation to the Political Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
61. Forrai, M., Koban, K., & Matthes, J. (2022, May). *Short-sighted ghosts. Psychological antecedents and consequences of ghosting others within adolescents' and young adults' romantic relationships and friendships*. Presentation to the Mobile Communication Interest Group at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
62. Heiss, R., Nanz, A., & Matthes, J. (2022, May). *Social media literacy: Measurement and associations with information overload, news avoidance and conspiracy mentality*. Presentation to the Communication & Technology Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
63. Hirsch, M., Stubenvoll, M., Binder, A., & Matthes, J. (2022, May). *Beneficial or harmful? The role of (mis)fit of targeted political advertising on perceived manipulative intent as well as benefits and harms for democracy*. Presentation to the Political Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
64. Kankova, J., Darovskikh, S., Shargina, E., Saumer, M., Neureiter, A., & Matthes, J. (2022, May). *“I am young, why should I vaccinate?” How empathetic and aggressive communication on social media impact young adults' attitudes toward COVID-19 vaccination*. Presentation to the Health Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
65. Kaskelvičiute, R., Knupfer, H., & Matthes, J. (2022, May). *See something, say something? How political ideology and attitudinal differentiation shape fear of terror among young social media users*. Presentation to the Mass Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
66. Knupfer, H., Neureiter, A., & Matthes, J. (2022, May). *From social media diet to public riot? Engagement with 'greenfluencers' and young social media users' environmental activism*. Presentation to the Environmental Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
67. Koban, K., Neureiter, A., Stevic, A., & Matthes, J. (2022, May). *The COVID-19 infodemic at your fingertips. Reciprocal relationships between COVID-19 information FOMO, bedtime smartphone news engagement, and daytime tiredness over time*. Presentation to the Mobile Communication Interest Group at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
68. Kruikemeier, S., Chu, X., Stubenvoll, M., Noetzel, S., Otto, L., Matthes, J., & Lecheler, S. (2022, May). *The differential effects of data-driven campaigning: A literature review*. Presentation to the Mass Communication

- Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
69. Matthes, J., Binder, A., Naderer, B., Forrai, M., Spielvogel, I., Knupfer, H., & Saumer, M. (2022, May). *How do children develop unhealthy food preferences? Linking food depictions in media content with panel data*. Presentation to the Children, Adolescents and Media Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 70. Matthes, J., Heiss, R., & van Scharrel, H. (2022, May). *The distraction effect. Political and entertainment-oriented content on social media, political participation, interest, and knowledge*. Presentation to the Mobile Communication Interest Group at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 71. Matthes, J., Nanz, A., Kaskeleviciute, R., Reiter, F., Freiling, I., Neureiter, A., Stubenvoll, M., Sherrah, S. E., Juricek, S., Munzir, A. A., & Noronha, I. (2022, May). *The way we use social media matters: A panel study on passive vs. active social media use, news avoidance, and affective polarization*. Presentation to the Mass Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 72. Matthes, J., Zoizner, A., Nanz, A., Hopmann, D. N., Theocharis, Y., & Noetzel, S. (2022, May). *The relationship between incidental exposure and political participation: A cross-country, multilevel analysis*. Presentation to the Political Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 73. Nanz, A., & Matthes, J. (2022, May). *Let me entertain you: Distracted from political learning due to incidental exposure to entertainment content*. Presentation to the Political Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 74. Neureiter, A., Grosul, A., Nemcova, V., Saumer, M., & Matthes, J. (2022, May). *Effects of false and compensation greenwashed claims in airline advertising: A moderated mediation model*. Presentation to the Environmental Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 75. Reiter, F., & Matthes, J. (2022, May). *How dirty campaigning affects democratic outcomes: Examining dimensions, processes, and contingent conditions*. Presentation to the Political Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 76. Stevic, A., & Matthes, J. (2022, May). *Co-present smartphone use, friendship satisfaction, and social isolation: The role of coping strategies*. Presentation to the Mobile Communication Interest Group at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 77. Thomas, M. F., Binder, A., & Matthes, J. (2022, May). *The more matches the merrier? The influence of dating app matches on psychological outcomes*. Presentation to the Communication and Technology Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 78. Vranken, S., Beullens, K., Geyskens, D., & Matthes, J. (2022, May). *#Alcoholfluencers: Exploring adolescents' perceptions and evaluations of alcohol-related Instagram references from influencers*. Presentation at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 79. Zoizner, A., Sheaffer, T., Castro, L., Aalberg, T., Cardenal, A. S., Corbu, N., de Vreese, C., Esser, F., Hopmann, D. N., Koc-Michalska, K., Matthes, J., Schemer, C., Splendore, S., Stanyer, J., Stepinska, A. M., Stetka, V., Strömbäck, J., Theocharis, Y., & van Aelst, P. (2022, May). *The effects of the COVID-19 outbreak on selective exposure: Evidence from 17 countries*. Presentation to the Political Communication Division at the (hybrid) 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
 80. Neureiter, A., Stubenvoll, M., & Matthes, J. (2022, March). *Advocating green consumption: Environmental compensation claims in advertising, perceived greenwashing, and boycotting as well as buycotting intentions*. Presentation at the (hybrid) annual conference of the American Academy of Advertising, March 24-27, St. Petersburg, USA.
 81. Noetzel, S., Stubenvoll, M., Binder, A., & Matthes, J. (2022, March). *How to avoid targeted campaign ads. Predicting reactive and preventive avoidance behaviors toward targeted political advertising*. Presentation at the (hybrid) annual conference of the American Academy of Advertising, March 24-27, St. Petersburg, USA.

82. Stubenvoll, M., Freiling, I., & Matthes, J. (2021, September). *Resistant and misinformed: Understanding the psychological drivers of COVID-19 misperceptions*. Presentation at the (virtual) 3rd Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM), September 21-22.
83. Kaskelvičiute, R., Knupfer, H., & Matthes, J. (2021, August). *Who says “Muslims are not terrorists”? News differentiation, Muslim vs. non-Muslim sources, and attitudes toward Muslims*. Presentation to the Religion and Media Interest Group at the (virtual) AEJMC Annual Convention, August 4-7.
84. Matthes, J., Koban, K., Neureiter, A., & Stevic, A. (2021, August). *Emotionally connected: Longitudinal relationships between fear of COVID-19, smartphone online self-disclosure, and psychological health*. Presentation to the Communicating Science, Health, Environment, and Risk Division at the (virtual) AEJMC Annual Convention, August 4-7.
85. Matthes, J., Corbu, N., Jin, S., Theocharis, Y., Schemer, C., Koc-Michalska, K., van Aelst, P., Esser, F., Aalberg, T., Cardenal, A., Castro, L., de Vreese, C., Hopmann, D., Sheafer, T., Splendore, S., Stanyer, J., Stepinska, A., Strömbäck, J., & Stetka, V. (2021, August). *Perceived exposure to misinformation fuels emotional concerns about COVID-19: A cross-country, multi-method investigation*. Presentation to the Communication Theory and Methodology Division at the (virtual) AEJMC Annual Convention, August 4-7.
86. Nanz, A., & Matthes, J. (2021, August). *Seeing political information online incidentally. Effects of first- and second-level incidental exposure on democratic outcomes*. Presentation to the Political Communication Division at the (virtual) AEJMC Annual Convention, August 4-7.
87. Stubenvoll, M., Binder, A., Noetzel, S., Hirsch, M., & Matthes, J. (2021, August). *Living is easy with eyes closed: Avoidance of targeted political advertising in response to privacy concerns, perceived personalization and overload*. Presentation to the Political Communication Division at the (virtual) AEJMC Annual Convention, August 4-7.
88. Thomas, M. F., Binder, A., & Matthes, J. (2021, August). *Why more is less on dating apps: The effects of excessive partner availability*. Presentation to the Communication Theory and Methodology Division at the (virtual) AEJMC Annual Convention, August 4-7.
89. Hirsch, M., Binder, A., & Matthes, J. (2021, June). *The influence of issue fit and political fit of targeted political advertising on party evaluation and chilling effects*. Presentation at the (virtual) 19th International Conference on Research in Advertising (ICORIA), June 24-26.
90. Matthes, J., Neureiter, A., Stevic, A., & Noetzel, S. (2021, May). *“It’s too much”: Excessive smartphone use during the COVID-19 crisis, information overload, and infection efficacy*. Presentation to the Communication and Technology Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
91. Aelst, P., Toth, F., Castro, L., Stetka, V., de Vreese, C., Cardenal, A., Corbu, N., Esser, F., Hopmann, D., Matthes, J., Koc-Michalska, K., Schemer, C., Sheafer, T., Stanyer, J., Stromback, J., Splendore, S., Stepinska, A., & Theocharis, Y. (2021, May). *Does a crisis change news habits? A comparative study of the effects of COVID-19 on news media use in 17 European countries*. Presentation to the Journalism Studies Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
92. Cardenal, A., Theocharis, Y., Soyeon, J., Stromback, J., Hopmann, D., Aalberg, T., Aelst, P., Castro, L., Corbu, N., Esser, F., Koc-Michalska, K., Matthes, J., Schemer, C., Sheafer, T., Splendore, S., Stanyer, J., Stepinska, A., Stetka, V., & de Vreese, C. (2021, May). *Platform affordances and COVID-19 conspiracy beliefs: Evidence from 17 countries*. Presentation to the Political Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
93. Castro, L., Stromback, J., Esser, F., Aelst, P., de Vreese, C., Aalberg, T., Cardenal, A., Corbu, N., Hopmann, D., Koc-Michalska, K., Matthes, J., Schemer, C., Sheafer, T., Splendore, S., Stanyer, J., Stetka, V., Theocharis, Y., & Stepinska, A. (2021, May). *The anatomy of European political information environments: A demand-driven analysis of how they perform and inform democracy*. Presentation to the Political Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
94. Binder, A., & Matthes, J. (2021, May). *What stops the ‘pestering’? How children’s media consumption shapes TV-motivated food purchase requests over time*. Presentation to the Children, Adolescents and Media Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
95. Binder, A., Naderer, B., & Matthes, J. (2021, May). *Shaping healthy eating habits in children with persuasive*

- strategies: Toward a typology.* Presentation to the Children, Adolescents and Media Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
96. Binder, A., Noetzel, S., Spielvogel, I., & Matthes, J. (2021, May). *"Context, please?" How appearance-and health-frames as well as media context shape body-related outcomes.* Presentation to the Health Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 97. Karsay, K., Schmuck, D., Stevic, A., & Matthes, J. (2021, May). *Sleeping with the smartphone: How parental mediation mitigates the detrimental outcomes on adolescents' tiredness and physical well-being.* Presentation to the Health Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 98. Kaskeleviciute, R., & Matthes, J. (2021, May). *A vicious cycle? Threat of terror, perceived media bias, and support for policies harming Muslims.* Presentation to the Mass Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 99. Knupfer, H., & Matthes, J. (2021, May). *Similarity and compassion for the victims mediate the effects of news coverage about right-wing terrorism.* Presentation to the Journalism Studies Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 100. Nanz, A., & Matthes, J. (2021, May). *Democratic consequences of incidental exposure to political information: A meta-analysis.* Presentation to the Political Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 101. Neureiter, A., Stubenvoll, M., Kaskeleviciute, R., & Matthes, J. (2021, May). *Trust in science, perceived media exaggeration about COVID-19, and social distancing behavior.* Presentation to the Mass Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 102. Reiter, F., & Matthes, J. (2021, May). *Perceived dirty campaigning in politics: Conceptualization, measurement, and democratic outcomes.* Presentation to the Political Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 103. Reiter, F., & Matthes, J. (2021, May). "The good, the bad, and the ugly". A panel study on the reciprocal effects of negative, dirty, and positive campaigning on political distrust. Presentation to the Mass Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 104. Schmuck, D., Hirsch, M., Stevic, A., & Matthes, J. (2021, May). *Politics – simply explained? How political complexity reduction by social media influencers affects youth's political cynicism.* Presentation to the Political Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 105. Stevic, A., Schmuck, D., Thomas, M. F., Karsay, K., & Matthes, J. (2021, May). *Distracted children? Nighttime smartphone use, children's attentional problems, and school performance over time.* Presentation to the Mobile Communication Interest Group at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 106. Stevic, A., & Matthes, J. (2021, May). *The relational and psychological outcomes of phubbing others and being phubbed among adolescents.* Presentation to the Mobile Communication Interest Group at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 107. Stevic, A., Koban, K., Binder, A., & Matthes, J. (2021, May). *You are not alone: Smartphone use, friendship satisfaction, and anxiety during the COVID-19 crisis.* Presentation to the Mobile Communication Interest Group at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 108. Stubenvoll, M., & Matthes, J. (2021, May). *Who is at fault for falsehoods? Conceptualizing the prevalence of mis- and disinformation (PPMD) and its consequences for media trust.* Presentation to the Political Communication Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 109. Thomas, M. F., Binder, A., & Matthes, J. (2021, May). *"Love in the time of Corona": Predicting willingness to engage in sexting during the COVID-19-related lockdown.* Presentation to the Communication and Technology Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
 110. Neureiter, A., & Matthes, J. (2021, March). *Comparing the effects of greenwashing claims in environmental airline advertising: Perceived greenwashing, brand evaluation, and flight shame.* Presentation at the (virtual) annual

conference of the American Academy of Advertising, March 20.

111. Binder, A., Stubenvoll, M., Hirsch, M., & Matthes, J. (2021, March). *Why am I getting this ad? How the degree of political targeting and political fit affects persuasion knowledge, voter attitudes, and online privacy behaviors*. Presentation at the (virtual) annual conference of the American Academy of Advertising, March 20.
112. Reiter, F., Heiss, R., & Matthes, J. (2020, August). *What explains diverse opinion exposure on social network sites? Investigating the role of ideological extremity, political involvement, and network characteristics*. Presentation to the Political Communication Section at the (virtual) ECPR General Conference, August 24-28.
113. Binder, A., & Matthes, J. (2020, August). *'Instagram vs. Reality'. Effects of viewing realistic and thin-idealized body presentations on Instagram on participants' body image and intentional online behavior*. Presentation to the Communication Theory and Methodology Division at the (virtual) AEJMC Annual Convention, August 6-9.
114. Matthes, J., Hirsch, M., Stubenvoll, M., Binder, A., Kruikeimeier, S., Lecheler, S., & Otto, L. (2020, August). *Personalized political advertising dampens trust in democracy but increases political interest: Evidence from a panel study*. Presentation to the Political Communication Division at the (virtual) AEJMC Annual Convention, August 6-9.
115. Matthes, J., Thomas, M. F., Stevic, A., & Schmuck, D. (2020, August). *Fighting over smartphones? Parents' excessive smartphone use, lack of control over children's use, and conflict*. Presentation to the Communication and Technology Division at the (virtual) AEJMC Annual Convention, August 6-9.
116. Matthes, J., & Kaskeleviciute, R. (2020, August). *"They are amongst us": News about terror, perceptions of sleeper terrorists, and negative stereotypes toward Muslims*. Presentation to the Religion and Media Interest Group at the (virtual) AEJMC Annual Convention, August 6-9.
117. 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.
118. 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.
119. Kruikeimeier, 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.
120. 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.
121. 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.
122. 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.
123. 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.
124. 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.
125. 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.

126. 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.
127. 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.
128. 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.
129. 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.
130. 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.
131. 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.
132. 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.
133. 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.
134. 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.
135. 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.
136. 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.
137. 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.
138. 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.
139. 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.
140. 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.
141. 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.
142. 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.
 143. 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.
 144. 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.
 145. 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.
 146. 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.
 147. 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.
 148. 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.
 149. 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.
 150. 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.
 151. 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.
 152. 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.
 153. 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.
 154. 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.
 155. 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.
 156. 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.

157. 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.
158. 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.
159. 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.
160. 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.
161. 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.
162. 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.
163. 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.
164. 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.
165. 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.
166. 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.
167. 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.
168. 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.
169. 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.
170. 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.
171. 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.
172. 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.

173. 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.
174. 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.
175. 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.
176. 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.
177. 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.
178. 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.
179. 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.
180. 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.
181. 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.
182. 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.
183. 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.
184. 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.
185. 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.
186. 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.
187. 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.
188. 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.
189. 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.

190. 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.
191. 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.
192. 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.
193. 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.
194. 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.
195. 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.
196. 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.
197. 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.
198. 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.
199. 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.
200. Matthes, J. (2013, June). *Buying green. Antecedents 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.
201. 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.
202. 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.
203. 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.
204. 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.
205. 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.
206. 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.
 207. 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.
 208. 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.
 209. 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.
 210. 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.
 211. 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.
 212. 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.
 213. 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.
 214. 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.
 215. 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.
 216. 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.
 217. 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.
 218. 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.
 219. 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.
 220. 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.
 221. 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.

222. 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.
223. 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.
224. 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.
225. 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.
226. 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.
227. 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.
228. 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.
229. 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.
230. 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.
231. 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.
232. 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.
233. 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.
234. 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.
235. 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.
236. 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.
237. 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.

238. 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.
239. 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.
240. 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.
241. 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.
242. 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.
243. 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.
244. 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.
245. 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.
246. 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.
247. 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.
248. 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 (73)

249. Vranken, S., Beullens K., Geyskens, D., & Matthes, J. (2022, February). *‘Drinkfluencers are not always realistic’: Investigating how adolescents perceive and evaluate alcohol-related Instagram references from influencers*. Presentation at the (virtual) Etmaal 2022 Conference, February 10-11.
250. Hirsch, M., Binder, A., & Matthes, J. (2021, November). *The influence of issue fit and political fit of targeted political advertising on party evaluation and chilling effects*. Presentation at the annual conference of the Digital Communication and Advertising Divisions of the German Communication Association, November 11-12, Leipzig, Germany.
251. Hirsch, M., Stevic, A., Karsay, K., & Matthes, J. (2021, May). *Longitudinal influences of parental active and restrictive smartphone mediation styles on children's social wellbeing and life satisfaction*. Presentation to the Children, Adolescents and Media Division at the (virtual) 71st annual conference of the International Communication Association (ICA), May 27-31.
252. Karsay, K., Schmuck, D., Stevic, A., & Matthes, J. (2021, April). *Sleeping with the smartphone: Parental mediation,*

- children's tiredness, and physical well-being*. Presentation at the (virtual) DACH 21 – Three-Country Conference on Communication Science, April 7-9.
253. Thomas, M. F., Binder, A., Matthes, J. (2021, January). *“Love in the time of Corona”*: Predicting willingness to engage in sexting during the COVID-19-related lockdown. Presentation at the (virtual) annual conference of the “RezFo” (Reception & Effects) Division of the German Communication Association (DGPUK), January 27-29.
254. 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.
255. 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 (DGPUK), March 10-12, Munich, Germany.
256. 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 (DGPUK), March 10-12, Munich, Germany.
257. 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.
258. 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.
259. 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.
260. 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.
261. 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.
262. 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.
263. 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.
264. 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.
265. 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.
266. 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.
267. 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.
268. 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.
269. 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.
270. 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.
271. 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.
272. Naderer, B., Obereder, A., Spielvogel, I., & Matthes, J. (2016, November). *Die Perspektive der Eltern zur Werbepaxis von Produktplatzierungen. Zu Regulierungsmaßnahmen eingebetteter Werbeformen.* Presentation held at the annual conference of the Advertising Division of the German Communication Association (DGPUK), November 16-18, Münster, Germany.
273. 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.
274. 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.
275. 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.
276. 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.
277. 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.
278. 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.
279. 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.
280. 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.

281. 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 German Communication Association (DGPUK), November 29-December 1, Berlin, Germany.
282. 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.
283. Arendt, F., Marquart, F., & Matthes, J. (2012, November). *Unscheinbare politische Werbung? Der Einfluss positiv-beruhigender Plakatmotive 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.
284. 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.
285. Matthes, J. (2011, November). *Framing politics. An integrated approach*. Presentation at the 4th NCCR Democracy Conference, November 11, Thun, Switzerland.
286. 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.
287. Matthes, J. (2011, February). *Zum Scheitern der Framing-Forschung: Eine (wissenschafts-)theoretische Betrachtung*. Presentation at the annual meeting of the division Politics and Communication of the German Political Science Association (DVPW) and the division Communication and Politics of the German Communication Association (DGPUK), February 11-13, Münster, Germany.
288. 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.
289. Kühne, R., Schemer, C., & Matthes, J. (2010, September). *Messäquivalenz in der komparativen Forschung: Eine Bestandsaufnahme*. Presentation held at the meeting of the Methods division of the German Communication Association (DGPUK), Vienna, Austria.
290. 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.
291. 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.
292. Matthes, J., Wirth, W., Schemer, C., & Kühne, Rinaldo (2009, January). *Nutzen oder glauben? Zum Verhältnis von Mediennutzung, Vertrauen in die politische Berichterstattung und Politikvertrauen*. Presentation held at the meeting of the Reception and Effects division of the German Communication Association (DGPUK), January 22-24, Zurich, Switzerland.
293. Schemer, C., Wirth, W., & Matthes, J. (2009, January). *Wie man "Elefanten enttarnt" – Der Einfluss von sich gegenseitig neutralisierenden Medieneffekten in politischen Kampagnen*. Presentation held at the meeting of the Reception and Effects division of the German Communication Association (DGPUK), January 22-24, Zurich, Switzerland.
294. Schemer, C., Matthes, J., & Wirth, W. (2008, September). *"Method matters" beim Kausalnachweis von Medienwirkungen. Der Einfluss von statistischen Auswertungsverfahren auf das Ergebnis in Medienwirkungsstudien*. Presentation held at the meeting of the Methods division of the German Communication Association (DGPUK), September 17-19, Bad Tölz, Germany.
295. 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.
296. Matthes, J. (2008, May). *Identität und Vielfalt des Framing-Ansatzes. Eine systematische Analyse der Forschungsliteratur*. Presentation held at the annual meeting of the German Communication Association (DGPUK),

April 30-May 2, Lugano, Switzerland.

297. Schemer, C., Wirth, W., & Matthes, J. (2008, February). „*Du sollst nicht sentimental werden!*“ *Die moderierende Wirkung von Normen auf den Einfluss von Emotionen bei der politischen Urteilsbildung von Mediennutzern*. Presentation held at the annual meetings of the DGPUK divisions (German Communication Association) Communication and Politics (together with the division Politics and Communication of the German Political Science Association, DVPW) and Communication and Media Ethics, February 14-15, Munich, Germany.
298. Wirth, W., Matthes, J., & Schemer, C. (2008, January). *Product Placements effektiv einsetzen: Praxisrelevante Befunde aus der experimentellen Rezeptions- und Wirkungsforschung*. Presentation held at the meeting of the Reception and Effects division of the German Communication Association (DGPUK), Hamburg, Germany.
299. 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.
300. 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.
301. 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 57th annual conference of the International Communication Association (ICA) “Creating Communication: Content, Control, Critique” in San Francisco, USA.
302. 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.
303. 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.
304. 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.
305. 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.
306. 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.
307. 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.
308. 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.
309. 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.
310. 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.
311. 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.

312. 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.
313. 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.
314. Matthes, J. (2004, January). *Operationalisierung von Schemata in der Rezeptions- und Wirkungsforschung*. Presentation held at the annual meeting of the Reception and Effects division of the German Communication Association (DGPK), Salzburg, Austria.
315. Matthes, J. (2003, September). *Die Verknüpfung von qualitativen und quantitativen Methoden im Prozess der Skalenkonstruktion*. Presentation held at the 5th annual meeting of the Methods division of the German Communication Association (DGPK), Münster, Germany.
316. Kohring, M., & Matthes, J. (2002, May). *Mehr als Agenda Setting? Zur Operationalisierung und empirischen Umsetzung des Frame-Ansatzes*. Presentation held at the annual meeting of the German Communication Association (DGPK) "Chancen und Gefahren der Mediendemokratie", Dresden, Germany.
317. 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.
318. 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.
319. 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.
320. 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.
321. 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 *Citizen Science Association*
- since 06/2014 *American Academy of Advertising (AAA)*
- since 2013 *Austrian Advertising Research Association (WWG)*
- since 2011 *Austrian Communication Association (ÖGK)*
- since 2012 *Network of European Political Communication Scholars (NEPOCS)*
- since 2011 *European Advertising Academy (ICORIA)*
- since 06/2006 *Association for Education in Journalism and Mass Communication (AEJMC), Communication Theory & Methodology and Advertising Divisions*
- since 09/2005 *World Association for Public Opinion Research (WAPOR)*
- since 05/2005 *International Communication Association (ICA), Political Communication and Mass Communication Divisions*
- since 04/2002 *German Society of Psychology, Media Psychology Division*
- since 04/2002 *German Communication Association (DGPK)*

Academic Leadership and Service (international, selected)

- 2021-24 **External Academic Advisory Board Member** at the School of Journalism and Communication of the Chinese University of Hong Kong (November 2021 – October 2024)
- 2021-2022 **External Expert Panel member** for the evaluation of (social science) research and Ph.D. studies at the Faculty of Social Studies of Masaryk University, Brno, Czech Republic
- 2021 **External Expert Panel Member** for the evaluation of the study field “Journalism” at the Vytautas Magnus University, Vilnius University and Klaipeda University in Lithuania, organized by the Centre for Quality Assessment in Higher Education (SKVC) in Lithuania
- 2020 **Chair of the committee** for the 2020 Worcester Prize for the best article published in the *International Journal of Public Opinion Research (IJPOR)* in 2019
- 2019 **Committee member** for the 2019 Worcester Prize for the best article published in the *International Journal of Public Opinion Research (IJPOR)* in 2018
- 2018 **Committee member** for the 2018 Worcester Prize for the best article published in the *International Journal of Public Opinion Research (IJPOR)* 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 (University 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 (University of Vienna, selected)

- 2022 **Member of the Quality Audit** of the University of Vienna for the 2022 audit; Topic: “Focus topic QS ways to full Professorship (Hiring process, tenure tracks)”
- 2022 **Member of the committee** “Studying and teaching – New forms, content and responsibilities” [Studieren und Lehren – Neue Formen, Inhalte und Kompetenzen], established by the Rectorate of the University of Vienna
- 2021 **Member of the committee** awarding the “Impact.Award” for doctoral candidates at the University of Vienna (all disciplines)
- 2020 Member of the **University of Vienna’s core project team** for the project “Employer Branding”
- 2020 Member of the **scientific committee** of the 6th 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
- 2012-2020 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 (University 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 **Associate Editor** of the *Journal of Advertising*, top-ranked journal in the field of communication (2019 Impact Factor: 6.302)

- 2020 Special Issue **Guest Editor**, *Human Communication Research*, Title: Communication science and meta-analysis.
- 2020 Special Issue **Guest Editor**, *Communications. The European Journal of Communication Research*, Title: Native and embedded advertising formats in the digital world.
- 2019 Special Issue **Guest Editor**, *Mass Communication and Society*, Title: Media and migration: Theoretical and empirical perspectives.
- 2018 Special Issue **Guest Editor**, *Journalism & Mass Communication Quarterly*, Title: Social media and political campaigning around the world
- 2016-2020 **Associate Editor** of **Human Communication Research**, flagship journal of the International Communication Association
- 2016-2020 **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**. It is currently ranked #4 in Communication (IF = 5.3).
- 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

- 2022 Editorial Board, *International Journal of Advertising*
- 2022-2024 Editorial Board, *Communication Monographs*
- since 2021 Science & Advisory Board, *Yeni Medya • New Media*
- since 2021 Editorial Board, *Online Media and Global Communication (OMGC)*
- since 2021 Editorial Board, *Media Psychology*
- since 2020 Editorial Board, *Communication Methods and Measures*
- since 2020 Editorial Board, *Human Communication Research*
- since 2020 Editorial Board, *International Journal of Environmental Research and Public Health*
- since 2019 Editorial Board, *Journal of Communication*

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- 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 (79)

Communication (37)

- *Asian Journal of Communication*
- *Communication Methods and Measures*
- *Communication Monographs*
- *Communication Quarterly*
- *Communication Research*
- *Communication Theory*
- *Communications. The European Journal of Communication Research*
- *Health Communication*
- *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 (27)

- *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 (10)

- *Academy of Management Review*
- *European Journal of Marketing*
- *Journal of Business Research*
- *Journal of Global Marketing*
- *Journal of International Consumer Marketing*
- *Journal of Marketing Communications*

- *Journal of Consumer Behavior*
- *Journal of Current Issues & Research in Advertising*
- *Marketing ZFP – Journal of Research and Management*
- *The Journal of Advertising*

Interdisciplinary Journals (5)

- *Asian Women*
- *Environmental Communication*
- *Journal for the Scientific Study of Religion*
- *Journal of Cleaner Production*
- *Poetics*

Ad Hoc Reviewer for Grants and Universities

- 2022 Member of the international selection committee (area: Social & Behavioral Science) of the ICREA (Catalan Institution for Research and Advanced Studies) Senior Call 2022, Catalunya, Spain
- 2022 Chair of the selection committee for the 2022 Dissertation Award of the German Communication Association (DGPK)
- 2021 German Research Council (DFG)
- 2021 Romanian National Research Council (CNCS), Romania
- 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 Bulgarian Science Fund, Bulgaria
- 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), Austria
- 2015 External Reviewer, search committee for a full professor, Friedrich-Schiller-University of Jena, Germany
- 2015 Research Foundation – Flanders (Fonds Wetenschappelijk Onderzoek – Vlaanderen, FWO), Belgium
- 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 71st annual conference of the International Communication Association (ICA); *Political Communication Division*
- 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 102nd annual AEJMC conference, Toronto, Canada.
- 2019 Reviewer for the 70th annual conference of the International Communication Association (ICA); *Political Communication Division, Children, Adolescents, and Media Division*
- 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 101st 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; Mass 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 *Political Communication Division* of ECREA for the conference “Changing political communication, changing Europe?”, Odense, Denmark
- 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 (DGPK), Berlin, Germany
- 2012 Reviewer for the meeting of the *Advertising Interest Group* of the German Communication Association (DGPK), 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 (DGPK), 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

- 09/2021 Organization of the (virtual) annual convention of the Methods Division of the German Communication Association. Topic: *How COVID-19 Affects Communication Research*; Department of Communication, University of Vienna, September 30-October 1.
- 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

- 2021 Panel Chair, ICA Preconference 2021 “*Comparative perspectives on negativity, incivility, and toxic talk in political discussions*” as part of the 100th conference of the International Communication Association (ICA) (virtual)
- 2021 Scientific Committee member for the conference *Media Literacy: Classical and New Dimensions*, organised by the Sofia University “St. Kliment Ohridski”, Bulgaria
- 2019/20 Scientific Advisor for the *Austrian Citizen Science Conference 2020*
- The Scientific Advisory Board offered support for the organisational team of the *Austrian Citizen Science Conference 2020*, in particular regarding the conference program. The following national and international experts in the field of *Citizen Science* were part of the advisory board:
- Florian Heigl (University of Natural Resources and Life Sciences Vienna, Citizen Science Network Austria)
 - Daniel Dörler (University of Natural Resources and Life Sciences Vienna, Citizen Science Network Austria)

- Didone Frigerio (University of Vienna, Citizen Science Network Austria)
 - Alexandra Lenz (University of Vienna, Citizen Science Network Austria)
 - Jörg Matthes (University of Vienna, Citizen Science Network Austria)
 - Katharina T. Paul (University of Vienna, Citizen Science Network Austria)
 - Petra Siegele (Center for Citizen Science, Citizen Science Network Austria)
 - Katrin Vohland (“Bürger schaffen Wissen”, Germany)
 - Susanne Tönsmann (Participatory Science Academy, Switzerland)
 - Petra Biberhofer (Participatory Science Academy, Switzerland)
 - Tina Stämpfli (“Schweiz forscht”, Switzerland)
- 01/2016 Panel Chair, “Uses and effects of political information”, annual conference of the *Media Audiences and Effects Division* of the German Communication Association (DGPUK), Amsterdam, The Netherlands
- 08/2015 Panel Chair, *Communication Theory & Methodology Division* at the 98th annual AEJMC convention, San Francisco, USA
- 05/2015 Panel Chair, *Mass Communication Division* at the 65th annual conference of the International Communication Association (ICA), Puerto Rico
- 09/2014 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Munich, Germany
- 08/2014 Panel Organizer, “‘Big data’: Professional and field-wide challenges.” *Communication Theory & Methodology Division* and *Political Communication Interest Group* at the 97th annual AEJMC convention, Montréal, Canada
- 08/2014 Panel Organizer, “Open access? The future of publishing?” *Communication Theory & Methodology Division* and *Political Relations Divisions* at the 97th annual AEJMC convention, Montréal, Canada
- 08/2014 Panel Chair, *Communication Theory & Methodology Division* and *Political Communication Interest Group* at the 97th annual AEJMC convention, Montréal, Canada
- 08/2014 Panel Respondent, *Communication Theory & Methodology Division* at the 97th annual AEJMC convention, Montréal, Canada
- 05/2014 Panel Respondent, *Mass Communication Division* at the 64th annual conference of the International Communication Association (ICA), Seattle, USA
- 05/2014 Panel Chair, *Mass Communication Division* at the 64th annual conference of the International Communication Association (ICA), Seattle, USA
- 09/2013 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Münster, Germany
- 08/2013 Panel Respondent, *Communication Theory & Methodology Division* at the 96th annual AEJMC convention, Washington, DC, USA
- 05/2013 Panel Chair at the 63rd annual conference of the International Communication Association (ICA), London, UK
- 09/2012 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Zurich, Switzerland
- 08/2012 Panel Respondent, *Communication Theory & Methodology Division* at the 95th annual AEJMC convention, Chicago.
- 09/2011 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Hannover, Germany

- 09/2010 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Vienna, Austria
- 05/2009 Panel Chair at the 59th annual conference of the International Communication Association (ICA), Chicago, USA
- 05/2008 Organization of the Panel “Media Trust and Media Credibility” at the 58th annual conference of the International Communication Association (ICA), Montreal, Canada
- 06/2007 Panel Respondent, *Communication Theory & Methodology Division* at the 90th annual AEJMC convention, Chicago, USA
- 05/2007 Organization of the Panel “New Developments in Agenda Setting Theory and Research – 35 Years Later” at the 57th annual conference of the International Communication Association (ICA), San Francisco, USA

Promotion of Young Academics and Gender

- 2021-2024 Successful nomination of the PhD candidate Selina Noetzel for a three-year sowi:docs fellowship awarded by the Vienna Doctoral School of Social Sciences (ViDSS) at the University of Vienna (October 2021 – September 2024)
- 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:

Kim Heinz (principal supervisor, U of Vienna)
Melanie Hirsch (principal supervisor, U of Vienna)
Ruta Kaskeleviciute (principal supervisor, U of Vienna)
Maryam Khalghipour (principal supervisor, U of Vienna)
Helena Knupfer (principal supervisor, U of Vienna)
Liang Lei (principal supervisor, U of Vienna)
Andreas Nanz (principal supervisor, U of Vienna)
Ariadne Neureiter (principal supervisor, U of Vienna)
Franz Reiter (principal supervisor, U of Vienna)
Melanie Saumer (principal supervisor, U of Vienna)
Ines Spielvogel (principal supervisor, U of Vienna)
Marlis Stubenvoll (principal supervisor, U of Vienna)
Marina F. Thomas (principal supervisor, U of Vienna)

completed:

2022: Stefan Brunbauer (principal supervisor, U of Vienna)
2022: Matthias Glaser (committee member, U of Vienna)
2021: Laura Marciano (committee member, Università della Svizzera italiana, Switzerland)
2021: Ming Manuel Boyer (committee member, U of Vienna)
2021: Florian Hirzinger (principal supervisor, U of Vienna)
2021: Anja Stevic (principal supervisor, U of Vienna)
2020: Priska Breves (co-supervisor, U of Wuerzburg, Germany)
2020: Alice Binder (principal supervisor, U of Vienna), awarded with the **Top Social Science Dissertation Award** of the Faculty of Social Sciences, University of Vienna; and the **2021 Abby Prestin Dissertation of the Year Award** of the Health Communication Divisions of the International Communication (ICA) and the National Communication Association (NCA)
2019: Andreas Enzminger (committee member, U of Vienna)
2019: Christopher Ruppel (committee member, U of Vienna)
2019: Mira Mayrhofer (principal supervisor, U 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: 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: Magdalena Saldaña (committee member, University of Texas at Austin, USA)

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- 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: Desirée Schmuck (principal supervisor, U of Vienna), dissertation awarded with the **Outstanding Doctoral Theses Award at the University 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 Master Thesis

University of Vienna, principal supervisor (242)

2022 (2 Master theses)

Michaela Forrai Alexandra Vetter

2021 (23 Master theses)

| | | | | |
|-------------------|---------------------|--------------------|------------------|---------------------|
| Lena Allinger | Natália Bačiková | Ani Baghumyan | Rahat Bin Shahid | Sophie Csáky |
| Nadja Daurer | Annabelle Ferlings | Paula Gerhardus | Jan Hofmann | Marion Höhfurtner |
| Mona Kricke-Razmi | Olena Levitina | Philipp Lou | Elvira Obermayer | Jasmin Praschberger |
| Laura Ranftl | Melanie Saumer | Annika K. Schordie | Patrick Stelzl | Janine Tablas |
| Serhat Türkyilmaz | Viviane C. Weilguni | Kerstin Widler | | |

2020 (17 Master theses)

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|---------------------|-------------------|---------------|--------------------|-----------------------|
| Helene Albrecht | Anna Brigl | Yuhsi Chang | Dajana Dopudj | Katharina Feistritzer |
| Thomas Gebetsberger | Selina Haupt | Andrea Kálman | Helena Knupfer | Maria Kudryashova |
| Yeseul Lim | Aminta Mahmoudi | Vera Odorizzi | Nadine Pardatscher | Stefanie Scherer |
| Raphael Schörkhuber | Theresia Verweyen | | | |

2019 (56 Master theses)

| | | | | |
|----------------------|--------------------|---------------------|-------------------|--------------------|
| Bianca Ambros | Amina Belkhojayeva | Catherine Beck | Simone Binting | Raffaella Buch |
| Paulina Cichorz | Monika Coric | Caroline Dauner | Sarah Ecklebe | Sonja Fröschl |
| Stefan Gamperl | Sandra Gemovic | Hannes Golemiec | 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 Neurauder | 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 | Sarah Well |

Weinacht

 Claudia Zinkl

2018 (37 Master theses)

| | | | | |
|----------------|-----------------------|-----------------------------|--------------------|---------------------|
| Sabrina Berndl | Katharina Czejka | Hannah Dietrich | Antonia Filka | Nathalie Forest |
| Sandra Fuchs | Agnieszka Gornikowska | Sabrina Grauer-Daugherty | Lena Harml | Karoline Höltge |
| Cristine Horga | Ruta Kaskelviute | 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 Schievekamp | Marie Schmidt | Cornelia Schneeweis |
| Julian Schneps | Julia Schrodtt | Anasthasia Sorta Rebecca | Anja Stevic | Nataliya Titova |
| Nina Unger | Natia Vardzelashvili | | | |

2017 (17 Master theses)

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

2016 (27 Master theses)

| | | | | |
|--------------------------|-------------------------|------------------------|-----------------|----------------|
| 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 Kattinig |
| 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 Master theses)

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

2014 (33 Master theses)

| | | | | |
|-----------------------|-------------------------|------------------|--------------------|-----------------|
| 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 Master theses)

| | | | | |
|-------------------|------------------|-----------------|----------------|----------------------|
| 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 Master theses)

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

University of Zurich, principal and co-supervisor (35)**2012 (3)**

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

2011 (5)

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

2010 (6)

| | | | | |
|-------------------|----------------------|-------------|---------------|---------------|
| Katrin Dorfschmid | Stéphanie Grubenmann | Anja Hansen | Eliane Knecht | Michèle Marti |
|-------------------|----------------------|-------------|---------------|---------------|

Rahel Perrot

2009 (8)

| | | | | |
|---------------|-------------|--------------------|----------------------|----------------|
| Fabienne Fini | Sarah Hefti | Danila Helfenstein | Florence Horisberger | Thomas Husmann |
|---------------|-------------|--------------------|----------------------|----------------|

| | | | | |
|--------------|---------------|------------|--|--|
| Valeria Mini | Renzo Sigrist | Simon Zogg | | |
|--------------|---------------|------------|--|--|

2008 (4)

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

2007 (4)

| | | | |
|--------------|------------|----------------|---------------|
| Sarah Eicher | Sarah Morf | Nadine Pachoud | Mayumi Sugaya |
|--------------|------------|----------------|---------------|

2006 (5)

| | | | | |
|---------------|-----------------|------------------------|----------------|-----------------|
| Ernest Albert | Sabrina Bächler | Anna-Katerina Kissling | Annina Tschanz | Hilke Willemsen |
|---------------|-----------------|------------------------|----------------|-----------------|

Supervised Bachelor 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 Neuraüter | 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 | Ijlchimeg Choijav | 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

| | |
|-------------|------------------------------------------------------------------------------------------|
| Spring 2022 | Statistical Data Analysis |
| Spring 2022 | Introduction to Media Psychology |
| Fall 2021 | Advanced Quantitative Methods |
| Fall 2021 | Theories and Practice of Advertising and Market Research |
| Spring 2021 | Statistical Data Analysis |
| Spring 2021 | Introduction to Media Psychology |
| Fall 2020 | Advanced Quantitative Methods |
| Fall 2020 | Introduction to Strategic Communication |
| Fall 2020 | Strategic Communication – Current Approaches in Advertising, PR and Market Communication |
| Fall 2020 | Theories and Practice of Advertising and Market Research |
| Spring 2020 | Statistical Data Analysis |
| Spring 2020 | Introduction to Media Psychology |
| 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

| | |
|-------------|---------------------------------------------------|
| Spring 2022 | Master Thesis Colloquium |
| Fall 2021 | Master Thesis Colloquium |
| Fall 2021 | Research Master Class: Seminar Research Project A |
| Spring 2021 | Research Master Class: Seminar Research Project A |
| Spring 2021 | Master Thesis Colloquium |
| Spring 2020 | Master Thesis Colloquium |
| 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

| | |
|-------------|------------------------------------------------------------------------|
| Spring 2022 | Strategic Environmental Communication |
| 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 <i>Public Relations and Journalism</i> , Faculty of Social Sciences, Department of Media Studies, Charles University in Prague, Czech Republic. |
| Spring 2013 | Seminars and lecture, Recent Trends in Advertising Research, Sofiiski Universitet “Sveti Kliment Ohridski” (University of Sofia). Sofia, Bulgaria. |