AdME-Forschungskolloquium
Sommersemester 2019
Raum 7.03

Interessenten sind herzlich willkommen!

20. März, 14.00 – 15.00
Sanne Opree
New Perspectives on Children’s Susceptibility to Advertising’s Effect on Materialism: Cultural and Situational Predictors

9. Mai, 15.00-16.00
Andreas Nanz
ICA Probevortrag (interne Veranstaltung)
Antecedents of Intentional and Incidental Exposure on Social Media and Consequences for Political Participation: A Panel Study

Ines Spielvogel
Again and Again: Exploring the Influence of Disclosure Repetition on Children’s Cognitive Processing of Brand Placements

Anja Stevic „Age Matters“: A Panel Study Investigating the Influence of Communicative and Passive Smartphone Use on Well-Being