

AdMe Research Colloquium

Winter Semester 2021/2022
Online*

Everyone is welcome
to join!

November 25, 2021 / Sofie Vranken
14:00-15:00

Disentangling Alcohol-Related Social Media Effects: Investigating the Unique Role of Different Socialization Agents and Multiple Platforms

**December 9, 2021 / Melanie Hirsch,
Ruta Kaskelvičiute**
14:00-15:00

Publication Corner: Goodboy, A. K., & Martin, M. M. (2020). Omega over alpha for reliability estimation of unidimensional communication measures. *Annals of the International Communication Association*, 44(4), 422-439.

Hayes, A. F., & Coutts, J. J. (2020). Use omega rather than Cronbach's alpha for estimating reliability. But.... *Communication Methods and Measures*, 14(1), 1-24.

December 16, 2021 / Selina Noetzel
14:00-15:00

An Eye-Tracking Study: The Impact of Political Ideology Congruence on the Cognitive Processing of Targeted Political Advertising

January 20, 2022 / Melanie Saumer
14:00-15:00

Somewhere Over the Rainbow: LGBTQIA+ Depictions in the Media and How They Influence Attitudes, Tolerance and Acceptance