

AdMe Research Colloquium

Summer Semester 2022
Room 7.03

Everyone is welcome
to join!

April 7, 2022 / 15:00-16:00
Muhammad Masood

The Rise of Civil Society in Contemporary Pakistan:
Pro-Religious-Minority Implications of Digital Media Use

May 16, 2022 / 14:00-15:00
Jörg Matthes, Andreas Nanz, Ruta Kaskelėviciute, Franz Reiter, Isabelle Freiling, Ariadne Neureiter, Marlis Stubenvoll, Sebastian E. Sherrah, Sarah Juricek, Atika Aisarahmi Munzir, Iara Noronha

ICA Rehearsals (*internal*)

The Way we Use Social Media Matters: A Panel Study on
Passive vs. Active Social Media Use, News Avoidance, and
Affective Polarization

Ariadne Neureiter, Arina Grosul, Veronika Nemcova, Melanie Saumer, Jörg Matthes

Effects of False and Compensation Greenwashed Claims in
Airline Advertising: A Moderated Mediation Model

Jaroslava Kankova, Sofia Darovskikh, Elena Shargina, Melanie Saumer, Ariadne Neureiter, Jörg Matthes

"I am Young, Why Should I Vaccinate?" How Empathetic
and Aggressive Communication on Social Media Impact
Young Adults' Attitudes Toward COVID-19 Vaccination

June 2, 2022 / 14:00-15:00
Laura Rodríguez-Contreras

Tell Me How You Quit Smoking! Development and Validation
of Smoke Cessation Mobile App

June 23, 2022 / 13:00-14:00
Ariadne Neureiter, Selina Noetzel, Marina Thomas

The Use of Eye-Tracking as a Method in Advertising and
Media Psychology Studies: Personalized Political Advertising,
Green(washed) Advertising, and Dating Apps