

## Univ-Prof. Dr. Jörg Matthes as 2<sup>nd</sup> examiner (“Zweitprüfer”) for students of the Master in *Communication Science* (MSc)

If you are interested in Professor Matthes being your 2<sup>nd</sup> examiner for your final exam, please send an eMail with your request to **Christina Brandstetter** ([christina.brandstetter@univie.ac.at](mailto:christina.brandstetter@univie.ac.at)).

Generally, please take note of the following rules:

- You must choose two topics from those listed below.
- You are **obliged** to choose one of these two topics from the **Methods section C**.
- **You do not need additional literature**, only the chosen texts of this list are relevant to the exam.  
Most of the literature can be accessed via UNIVIE client (<https://univpn.univie.ac.at/>).  
If you encounter a major issue accessing a certain text, please contact Christina Brandstetter.
- **Attention**  
Please send an email to Christina Brandstetter **after** you’ve chosen your topics, but **before** you actually start to learn for your exam. You will receive a short notification whether your choice is fine or requires a change.
- When choosing your literature, please be careful not to choose a topic directly relevant and/or connected to your master thesis (i.e. master thesis on *Green Advertising* means *Green Advertising* must not be taken as a subject for the 2<sup>nd</sup> examiner).

## Part A: Persuasion and Effects Research

### 1. Cultivation

- Bilandzic, H., & Rössler, P. (2004). Life according to television. Implications of genre-specific cultivation effects: The Gratification/Cultivation model. *Communications: The European Journal of Communication*, 29, 295-326.
- Busselle, R. W. (2001). Television exposure, perceived realism, and exemplar accessibility in the social judgment process. *Media Psychology*, 3, 43-67.
- Potter, W. J. (1993). Cultivation theory and research. A conceptual critique. *Human Communication Research*, 19, 564-601.
- Rossmann, C., & Brosius, H.-B. (2004). The problem of causality in cultivation research. *Communications: The European Journal of Communication*, 29, 379-397.
- Shrum, L. J. (2009). Media consumption and perceptions of social reality. Effects and underlying processes. In J. Bryant & M. B. Oliver (Eds.), *Media effects. Advances in theory and research* (50-73). New York: Taylor and Francis.

### 2. Agenda Setting

- Craft, S., & Wanta, W. (2004). US public concerns in the aftermath of 9-11: A test of second level Agenda-Setting. *International Journal of Public Opinion Research*, 16(4), 465-463.
- Kiousis, S., & McCombs, M. (2004). Agenda-Setting Effects and Attitude Strength: Political Figures during the 1996 Presidential Election. *Communication Research*, 31(1), 36-57.
- Takehita, T. (2006). Current critical problems in agenda-setting research. *International Journal of Public Opinion Research*, 18, 275-296.
- McCombs, M., Lopez-Escobar, E., & Llamas, J. P. (2000). Setting the agenda of attributes in the 1996 Spanish general election. *Journal of Communication*, 50, 77-92.
- Rössler, P. (1999). The individual Agenda-Designing process. How interpersonal communication, egocentric networks, and mass media shape the perception of political issues by individuals. *Communication Research*, 26(6), 666-700.

### 3. Spiral of Silence

- Hayes, A. F., Scheufele, D. A., & Huges, M. E. (2006). Nonparticipation as self-censorship: Publicly-observable political activity in a polarized opinion climate. *Political Behavior*, 28, 259-283.
- Ho, S. S., & McLeod, D. M. (2008). Social-psychological influences on opinion expression in face-to-face and computer-mediated communication. *Communication Research*, 35, 190-207.
- Matthes, J., Morrison, K. R., & Schemer, C. (2010). A spiral of silence for some: Attitude certainty and the expression of minority political opinions. *Communication Research*, 37, 774-800.
- Scherer, H., Tiele, A., & Naab, T. (2006). Die Theorie der Schweigespirale: methodische Herausforderungen und empirische Forschungspraxis. In W. Wirth, A. Fahr & E. Lauf (Eds.),

*Forschungslogik und -design in der empirischen Kommunikationswissenschaft. Band 2: Anwendungsfelder in der Kommunikationswissenschaft* (pp. 107-138). Köln: Herbert von Halem.

Scheufele, D. A. & Moy, P. (2000). Twenty-five years of the spiral of silence: A conceptual review and empirical outlook. *International Journal of Public Opinion Research*, 12, 3-28.

#### **4. Framing & Framing Effects**

Entman, R. M. (1993). Framing: toward clarification of a fractured paradigm. *Journal of Communication*, 43, 51-58.

Chong, D., & Druckman, J. N. (2007). Framing theory. *Annual Review of Political Science*, 10, 103-126.

D'Angelo, P. (2002). News Framing as a Multiparadigmatic Research Program: A Response to Entman. *Journal of Communication*, 2, 870-888.

Matthes, J. (2009). What's in a frame? A Content Analysis of Media-Framing Studies in the World's Leading Communication Journals, 1990-2005. *Journalism and Mass Communication Quarterly*, 86(2), 349-367.

Matthes, J., & Kohring, M. (2008). The Content Analysis of Media Frames: Toward Improving Reliability and Validity. *Journal of Communication*, 58, 258-279.

#### **5. Hostile Media Phenomenon**

Gunther, A. C., & Liebhart, J. L. (2006). Broad reach or biased source? Decomposing the hostile media effect. *Journal of Communication*, 56, 449-466.

Gunther, A., & Schmitt, K. (2004). Mapping boundaries of the hostile media effect. *Journal of Communication*, 54(1), 55-70.

Matthes, J. (2013). The affective underpinning of hostile media perceptions: Exploring the distinct effects of affective and cognitive involvement. *Communication Research*, 40(3), 360-387.

Matthes, J., & Beyer, A. (2017). Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach. *Communication Research*, 44(8), 1075-1098.

Tsfati, Y. (2007). Hostile media perceptions, presumed media influence and minority alienation: The case of Arabs in Israel. *Journal of Communication*, 57, 632-651.

#### **6. Humor in Political Communication**

Holbert, R. L., Hmielowski, J., Jain, P., Lather, J., & Morey, A. (2011). Adding nuance to the study of political humor effects: Experimental research of juvenalian satire versus horatian satire. *American Behavioral Scientist*, 55, 187-211.

LaMarre, H., Landreville, K., & Beam, M. (2009). The Irony of Satire: Political Ideology and the Motivation to See What You Want to See in the Colbert Report. *The International Journal of Press/Politics*, 14, 212-231.

- Matthes, J., & Rauchfleisch, A. (2013). The Swiss “Tina Fey Effect”. The Content of Late-Night Political Humor and the Negative Effects of Political Parody on the Evaluation of Politicians. *Communication Quarterly*, 61(5), 596-614.
- Morris, J. S. (2009). The daily show with Jon Stewart and audience attitude. Change during the 2004 party conventions. *Political Behavior*, 31, 79-102.
- Xenos, M. A., & Becker, A. B. (2009). Moments of Zen: Effects of the Daily Show on Information Seeking and Political Learning. *Political Communication*, 26, 317-332

## Part B: Advertising Research

### 7. Political Advertising

- Brader, T. (2005). Striking a responsive chord: How political ads motivate and persuade voters by appealing to emotions. *American Journal of Political Science*, 49, 388-405.
- Franz, M. M., & Ridout, T. N. (2007). Does political advertising persuade? *Political Behavior*, 29, 465-491.
- Kaid, L. L. (1999). Political Advertising: A Summary of Research Findings. In B. Newman (Ed.), *The Handbook of Political Marketing* (pp. 423-438). Thousand Oaks: Sage.
- Klimmt, C., Netta, P., & Vorderer, P. (2007). Entertainingisierung der Wahlkampfkommunikation: Der Einfluss von Humor auf die Wirkung negativer Wahlwerbung. *Medien- und Kommunikationswissenschaft*, 55(3), 390-411.
- MacKuen, M. B., Marcus, G. E., Neuman, R. W., & Keele, L. (2006). The Third Way: The Theory of Affective Intelligence and American Democracy. In A. Crigler, M. MacKuen, G. E. Marcus, & W. R. Neuman (Eds.), *The Affect Effect: Dynamics of Emotion in Political Thinking and Behavior* (pp. 124-151). Chicago, IL: University of Chicago Press.

### 8. Green Advertising

- Hartmann, P., & Apaolaza-Ibañez, V. (2009). Green advertising revisited: conditioning virtual nature experiences. *International Journal of Advertising*, 28(4), 715-739.
- Hartmann, P., Ibañez, V. A., & Sainz, F. J. F. (2005). Green branding effects on attitude: functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9-29.
- Matthes, J., & Wonneberger, A. (2014). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising*, 43(2), 115-127.
- Matthes, J., Wonneberger, A., & Schmuck, D. (2014). Consumers' Green Involvement and the Persuasive Effects of Emotional Versus Functional Ads. *Journal of Business Research*, 67(9), 1885-1893.

Straughan, Robert D., & James A. Roberts (1999). Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millennium. *Journal of Consumer Marketing*, 16 (6), 558-75.

## 9. Right-Wing Populist Campaigns

Boomgaarden, H.G., & Vliegenthart, R. (2007). Explaining the Rise of Anti-immigrant Parties: The Role of News Content in the Netherlands, 1990-2002. *Electoral Studies*, 26(2), 404-417.

Bos, L., van der Brug, W., & de Vreese, C. (2011). How the Media Shape Perceptions of Right-Wing Populist Leaders. *Political Communication* 28(2), 182-206.

Marquart, F. (2013). Rechtspopulismus im Wandel. Wahlplakate der FPÖ von 1978-2008. *Österreichische Zeitschrift für Politikwissenschaft*, 24(4), 353-371.

Matthes J., & Schmuck, D. (2017). The effects of anti-immigrant right-wing populist ads on implicit and explicit attitudes: A moderated mediation model. *Communication Research*, 44(4), 556-581.

Schmuck, D., & Matthes, J. (2015). How anti-immigrant right-wing populist advertisements affect young voters: Symbolic threats, economic threats, and the moderating role of education. *Journal of Ethnic and Migration Studies*, 41(10), 1577-1599.

## 10. Advertising Reactance

Dutta-Bergman, M.J. (2006). The demographic and psychographic antecedents of attitude toward advertising. *Journal of Advertising Research*, 46, 102-112.

Edwards, S. M., Li, H., & Lee, J.-H. (2002). Forced Exposure and psychological reactance: Antecedents and Consequences of the perceived intrusiveness of Pop-Up-Ads. *Journal of Advertising*, 31, 83-95.

Friestad, M. & Wright, P. (1994). The Persuasion Knowledge Model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21, 1-31.

MacKinnon, D. P. & Lapin, A. (1998). Effects of Alcohol Warnings and Advertisements: A Test of the Boomerang Hypothesis. *Psychology and Marketing*, 15(7), 707-726.

Obermiller, C., Spangenberg, E. R., & MacLachlan, D. L. (2005). Ad skepticism. The consequences of disbelief. *Journal of Advertising*, 34, 7-17.

## 11. Advertising & Children

An, S., & Stern, S. (2011). Mitigating the effects of advergames on children: Do advertising breaks work? *Journal of Advertising*, 40, 43-56.

Auty, S., & Lewis, C. (2004). Exploring children's choice: the reminder effect of product placement. *Psychology and Marketing*, 21, 697-713.

Buijzen, M., Van Reijmersdal, E. A., & Owen, L. H. (2010). Introducing the PCMC model: An investigative framework for young people's processing of commercial media content. *Communication Theory*, 20, 427-450.

- Matthes, J., & Naderer, B. (2015). Children's consumption behavior in response to food product placements in movies. *Journal of Consumer Behaviour*, 14(2), 127-136.
- Van Reijmersdal, E. A., Rozendaal, E., & Buijzen, M. (2012). Effects of prominence, involvement, and persuasion knowledge on children's cognitive and affective responses to advergames. *Journal of Interactive Marketing*, 26(1), 33-42.

## **12. New Forms of Advertising: Product Placements**

- Balasubramanian, S. K., Karrh, J. A., & Patwardhan, H. (2006). Audience response to product placements. An integrative framework and future research agenda. *Journal of Advertising*, 35, 115-141.
- Matthes, J., & Naderer, B. (2016). Product placement disclosures: Exploring the moderating effect of placement frequency on brand responses via persuasion knowledge. *International Journal of Advertising*, 35(2), 185-199.
- Matthes, J., Schemer, C., & Wirth, W. (2007). More than meets the eye: Investigating the hidden impact of brand placements in television magazines. *International Journal of Advertising*, 26, 477-503.
- Schemer, C., Matthes, J., Wirth, W., & Textor, S. (2008). Does 'Passing the Courvoisier' always pay off? Positive and negative evaluative conditioning effects of brand placements. *Psychology & Marketing*, 25, 923-943.
- Van Reijmersdal, E. A., Neijens, P., & Smit, E. G. (2009). A new branch of advertising: Reviewing factors that influence reactions to product placement. *Journal of Advertising Research*, 49, 429-449.

## **Parts C: Methods**

### **13. Advertising Research: Measurement of Recall and Recognition**

- du Plessis, E. (1994). Recognition versus recall. *Journal of Advertising Research*, 34, 75-91.
- Niederdeppe, J. (2005). Assessing the Validity of Confirmed Ad Recall Measures for Public Health Communication Campaign Evaluation. *Journal of Health Communication*, 10, 635-650.
- Mehta, A., & Purvis, S.C. (2006). Reconsidering recall and emotion in advertising. *Journal of Advertising Research*, 46(1), 49-56.
- Wells, W. D. (2000). Recognition, Recall, and Rating Scales. *Journal of Advertising Research*, 40, 14-20.
- Woelke, J. (2000). Wie valide sind Werbewirkungstests? Der Einfluss des Testverfahrens auf Ergebnisse der Erinnerung und Bewertung. *Zeitschrift für Medienpsychologie*, 12(3), S. 176-195.

## 14. Content Analysis

- Kolbe, R. H., & Burnett, M. S. (1991). Content-Analysis Research: An Examination of Applications with Directives for Improving Research Reliability and Objectivity. *Journal of Consumer Research*, 18(2), 243-250.
- Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content Analysis in Mass Communication: Assessment and Reporting of Intercoder Reliability. *Human Communication Research* 28(4), 587-604.
- Matthes, J. (2009). What's in a frame? A Content Analysis of Media-Framing Studies in the World's Leading Communication Journals, 1990-2005. *Journalism and Mass Communication Quarterly*, 86(2), 349-367.
- McMillan, S. J. (2000). The microscope and the moving target: The challenge of applying content analysis to the World Wide Web. *Journalism & Mass Communication Quarterly*, 77, 80-98.
- Riffe, D., & Freitag, A. (1997). A Content Analysis of Content Analyses: Twenty-five Years of Journalism Quarterly. *Journalism and Mass Communication Quarterly* 74(3), 873-882.

## 15. Experimental Research & Methods

- Burnett, J. J., & Dunne, P. M. (1986). An Appraisal of the Use of Student Subjects in Marketing Research. *Journal of Business Research*, 14 (4), 329-343.
- Perdue, B. C., & Summers, J. O. (1986). Checking the Success of Manipulations in Marketing Experiments. *Journal of Marketing Research*, 23, 317-326.
- James, W. L., & Sonner, B. S. (2001). Just Say No to Traditional Student Samples. *Journal of Advertising Research*, 41(5), 63-71.
- Lynch, J. G., Jr. (1982). On the External Validity of Experiments in Consumer Research. *Journal of Consumer Research*, 9, 225-239.
- Peterson, R. A. (2001). On the use of college students in social science research: Insights from a second order Meta-analysis. *Journal of Consumer Research*, 28(3), 450-461.

## 16. Implicit Measurement of Attitudes

- Brunel, F. F., Tietje, B. C., & Greenwald, A. G. (2004). Is the Implicit Association Test a Valid and Valuable Measure of Implicit Consumer Social Cognition? *Journal of Consumer Psychology*, 14(4), 385-404.
- Greenwald, A., McGhee, D., & Schwartz, J. (1998). Measuring individual differences in implicit social cognition: The Implicit Association Test. *Journal of Personality and Social Psychology*, 74(6), 1464-1480.
- Gawronski, B. (2009). Ten frequently asked questions about implicit measures and their frequently supposed, but not entirely correct answers. *Canadian Psychology*, 50(3), 141-150.
- Gawronski, B., & Bodenhausen, G. (2011). The associative-propositional evaluation model: Theory, evidence, and open questions. *Advances in Experimental Social Psychology*, 44, 59-127.

Goodall, C. (2011). An overview of implicit measures of attitudes: Methods, mechanisms, strengths, and limitations. *Communication Methods and Measures*, 5(3), 203-222.

## 17. Qualitative and Quantitative Research Logic

Johnson, R. B.; Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33 (7), 14-26.

Kamhawi, R.; Weaver, D. (2003). Mass communication research trends from 1980 to 1999. *Journalism & Mass Communication Quarterly*, 80 (1), 7-27.

Onwuegbuzie, A. J. (2005). Taking the “Q” Out of Research: Teaching Research Methodology Courses Without the Divide Between Quantitative and Qualitative Paradigms. *Quality & Quantity*, 29, 267-296.

Shadish, W. R. (1995). Philosophy of science and the quantitative-qualitative debates: thirteen common errors. *Evaluation and Program Planning*, 18 (1), 63-75.

Leech, N. L.; Onwuegbuzie, A. J. (2009) A typology of mixed methods research designs. *Quality & Quantity*, 43, 265-275.

## 18. Sloppy Science

Asendorpf, J. B., Conner, M., De Fruyt, F., De Houwer, J., Denissen, J. J. A., Fiedler, K., ... , & Wicherts, J. M. (2013). Recommendations for increasing replicability in Psychology. *European Journal of Personality*, 27(2), 108-119.

Ioannidis, J. P. A. (2005). Why most published research findings are false. *PLoS Med*, 2(8), e124.

Kühberger, A., Fritz, A., & Scherndl, T. (2014). Publication bias in Psychology: A diagnosis based on the correlation between effect size and sample size. *PLoS ONE*, 9(9), e105825.

Matthes, J., Marquart, F., Naderer, B., Arendt, F., Schmuck, D., & Adam, K. (2015). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. *Communication Methods & Measures*, 9(4), 193-207.

Simmons, J. P., Nelson, L. D., & Simonsohn, U. (2011). False-positive Psychology: Undisclosed flexibility in data collection and analysis allows presenting anything as significant. *Psychological Science*, 22(11), 1359-1366.

## 19. Citizen Science

Heiss, R., & Matthes, J. (2017). Citizen Science in the Social Sciences: a Call for More Evidence. *GAIIA- Ecological Perspectives for Science and Society*, 26(1), 22–26.

Kountoupes, D. L., & Oberhauser, K. (2008). Citizen science and youth audiences: Educational outcomes of the monarch larva monitoring project. *Journal of Community Engagement and Scholarship*, 1(1), 5.



- Land-Zandstra, A. M., Devilee, J. L. Snik, F., Buurmeijer, F., & van den Broek, J. M. (2016). Citizen science on a smartphone: Participants' motivations and learning. *Public Understanding of Science*, 25(1), 45–60.
- Ballard, H. L., Dixon, C. G.H., & Harris, E. M. (2017). Youth-focused Citizen Science: Examining the Role of Environmental Science Learning and Agency for Conservation. *Biological Conservation*, 208, 65–75.
- Bonney, R., Cooper, C. B., Dickinson, J., Kelling, S., Phillips, T., Rosenberg, K. V., & Shirk, J. (2009). Citizen Science: A Developing Tool for Expanding Science Knowledge and Scientific Literacy. *BioScience*, 59(11), 977–984.

## 20. Eye-Tracking

- Bol, N., Boerman, S. C., Romano Bergstrom, J. C., & Kruikemeier, S. (2016). An overview of how eye tracking is used in communication research. In M. Antona & C. Stephanidis (Eds.), *Universal access in human-computer interaction. Methods, techniques, and best practices*. Proceedings, HCII 2016, Part 1, LNCS 9737 (pp. 421–429). Basel, Switzerland.
- King, A. J., Bol, N., Cummins, R. G., & John, K. K. (2019). Improving visual behavior research in communication science: An overview, review, and reporting recommendations for using eye-tracking methods. *Communication Methods and Measures*. [OnlineFirst]
- Spielvogel, I., Matthes, J., Naderer, B., & Karsay, K. (2018). A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content. *Appetite*, 125, 63–71.
- Karsay, K., Matthes, J., Platzer, P., & Plinke, M. (2018). Adopting the objectifying gaze: Exposure to sexually objectifying music videos and subsequent gazing behavior. *Media Psychology*, 21, 27–49.
- Kruikemeier, S., Lecheler, S., & Boyer, M. M. (2018). Learning from news on different media platforms: Aneye-tracking experiment. *Political Communication*, 35, 75–96.

## 21. Media Exposure Measurements

- de Vreese, C. H., & Neijens, P. (2016). Measuring Media Exposure in a Changing Communications Environment. *Communication Methods and Measures*, 10(2–3), 69–80.
- Eveland, W. P., Hutchens, M. J., & Shen, F. (2009). Exposure, Attention, or “Use” of News? Assessing Aspects of the Reliability and Validity of a Central Concept in Political Communication Research. *Communication Methods and Measures*, 3(4), 223–244.
- Prior, M. (2009). The Immensely Inflated News Audience: Assessing Bias in Self-Reported News Exposure. *Public Opinion Quarterly*, 73(1), 130–143.
- Scharkow, M. (2016). The Accuracy of Self-Reported Internet Use—A Validation Study Using Client Log Data. *Communication Methods and Measures*, 10(1), 13–27.
- Slater, M. D. (2004). Operationalizing and Analyzing Exposure: The Foundation of Media Effects Research. *Journalism & Mass Communication Quarterly*, 81(1), 168–183.