
Dr. Desirée Schmuck
Professor of Communication Science
with a Focus on Media Change and Media Innovation
Department of Communication, University of Vienna
Währinger Straße 29
Tel. +43-1-4277-49311
E-Mail: desiree.schmuck@univie.ac.at

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Google Scholar: https://scholar.google.at/citations?user=U_tgiuUAAAAJ&hl=de
Research Gate: <https://www.researchgate.net/profile/Desiree-Schmuck>
Open Science Framework (OSF): <https://osf.io/5gru2/>

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Academic Curriculum Vitae

Scientific Career

- Since 09/2023 **Full Professor of Communication Science with a Focus on Media Innovation and Media Change**, Department of Communication, University of Vienna, Austria
- Since 09/2023 **Affiliated with the School for Mass Communication Research**, Faculty of Social Sciences, KU Leuven, Belgium
- 10/2020 – 08/2023 **Tenure-Track Assistant Professor of Digital Media Effects**, School for Mass Communication Research, Faculty of Social Sciences, KU Leuven, Belgium
- 09/2019 – 09/2020 **Postdoctoral Researcher ('Akademische Rätin auf Zeit')**, Department of Media and Communication, Faculty of Social Sciences, LMU Munich, Germany
- 10/2017 – 09/2019 **Postdoctoral Researcher**, Department of Communication, Faculty of Social Sciences, University of Vienna, Austria
- 10/2014 – 09/2017 **PhD Candidate**, Department of Communication, Faculty of Social Sciences, University of Vienna, Austria

Education and Academic Degrees

- 10/2014 – 07/2017 **PhD – Communication**
 University of Vienna, Austria
 Date of PhD Defense: July 11, 2017
 Overall Grade: with distinction ['mit Auszeichnung']
- 10/2011 – 03/2014 **M.A. – Communication**
 University of Vienna, Austria
- 09/2007 – 09/2011 **Bachelor – Psychology (Minor in Communication)**
 University of Zurich, Switzerland
Bovari-Foundation Scholarship

Competitive Research Awards

- 10/2022 **Top Abstract Award**, German Communication Association (DGPK)
- 01/2022 **AEJMC Emerging Scholar Award**; Total: 3,460.90 USD
- 05/2021 **Top Student-Led Paper Award**, International Communication Association (ICA), Intergroup Communication Division
- 09/2020 **Excellence in Teaching Award**, Department of Media and Communication (LMU Munich)
- 09/2020 **Excellence in Teaching Award**, Department of Media and Communication (LMU Munich)
- 03/2020 **Excellence in Teaching Award**, Department of Media and Communication (LMU Munich); **Best evaluated (Top 1)** course at the Department of Communication of the LMU Munich in the Winter term 2019/20
- 08/2019 **Gene Burd Top Faculty Paper Award**, Association for Education in Journalism and Mass Communication (AEJMC), **Communication and Technology Division**; Total: 1,000 USD

05/2019	Top Faculty Award , International Communication Association (ICA), Journalism Studies Division
08/2018	Top Paper Award for the best paper published in Mass Communication and Society in 2017
03/2018	Doc.Award 2018 of the City of Vienna and the University of Vienna; Total: 1,500 EUR
08/2017	Top 1 Faculty Paper Award , Association for Education in Journalism and Mass Communication (AEJMC), Political Communication Interest Group
08/2017	Top 3 Student Paper Award , Association for Education in Journalism and Mass Communication (AEJMC), Communication Theory and Methodology Division
05/2017	Top Student Paper Award , International Communication Association (ICA), Communication and Technology Division
06/2016	Top 1 Student Paper Award , International Communication Association (ICA), Environmental Communication Division
05/2015	Top 3 Faculty Paper Award , International Communication Association (ICA), Mass Communication Division
08/2013	Top 3 Faculty Research Paper Award , Association for Education in Journalism and Mass Communication (AEJMC), Advertising Division

Competitive Fellowships

12/2018	Mobility Fellowship within the framework of the Strategic Partnerships of the University of Vienna for a research stay at the Hebrew University of Jerusalem; Total: 2,250 EUR
2014 – 2017	uni:docs-Fellowship Programme for Excellent Doctoral Candidates at the University of Vienna (3 years); Research Project: "The Effects of Right Wing Populist Ads on Implicit And Explicit Attitudes Toward Immigrants" (Supervisor: Prof. Jörg Matthes); Total: 18,000 EUR bench fee (+ PhD salary for three years)

Grants

PI

Since 12/2022	<p>iBOF 2023 (Interuniversity Top Research Project): Political and societal knowledge in the digital information age: causes and solutions for uninformed, selectively informed, or misinformed citizens</p> <ul style="list-style-type: none"> • <i>Funding granted to:</i> Peter van Aelst (PI and coordinator), University of Antwerp (Belgium); Desirée Schmuck (PI), KU Leuven (Belgium); Stefaan Walgrave (PI), University of Antwerp (Belgium); Michael Opgenhaffen (PI), KU Leuven (Belgium) • <i>Duration:</i> 4 years • <i>Funding Agency:</i> Special Research Fund Flanders (BOF) <p>Total: 1,880,000 EUR (share as PI: 459.500 EUR)</p>
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- Since 01/2022 **InFormMe: Influencers' (Mis-)Information on Social Media and Adolescents' Political Participation** (Acceptance date: 16/12/2021)
- *Funding granted to: Desirée Schmuck (PI)*
 - *Duration: 4 years*
 - *Funding Agency: FWO (Research Foundation – Flanders)*
- Total: **247,140 EUR**
- Since 10/2020 **(Mis-) Informed by Social Media Influencers? Benefits and Risks of Following Political Social Media Influencers and the Moderating Role of Media Literacy** (Acceptance date: 16/10/2020)
- *Funding granted to: Desirée Schmuck (PI)*
 - *Duration: 3 years*
 - *Funding Agency: Start-up Grant KU Leuven, internal funds*
- Total: **100,000 EUR**
- 04/2020-09/2020 **Mobilization or De-Politization? Effects of Digital Opinion Leaders' Communication on Youth's Political Participation**
- *Funding granted to: Desirée Schmuck (PI)*
 - *Duration: 1 year*
 - *Funding Agency: LMU Mentoring Program 2020*
- Total: **4,000 EUR**
- 10/2017-10/2018 **“Do Muslims hate ‘us’?” Effects of repetitive exposure to anti-Muslim political mobilization on young Muslims' hostility and support for violent action over time**
- *Funding granted to: Desirée Schmuck (PI)*
 - *Duration: 1 year*
 - *Funding Agency: Research Award of the Department of Communication, University of Vienna*
- Total: **1,500 EUR**
- 10/2015-10/2016 **“Weak, sad, and lazy fatties”. The effects of reality weight loss TV shows on adolescents' explicit and implicit stereotypes toward obese people**
- *Funding granted to: Desirée Schmuck (PI), Kathrin Karsay (PI)*
 - *Duration: 1 year*
 - *Funding Agency: Research Award of the Department of Communication, University of Vienna*
- Total: **1,500 EUR**

Co-PI

- Since 02/2022 **iCANDID 3.0 SSH FAIR Data Hub** (Acceptance date: 04/02/2022)
- *Role: Co-PI*
 - *Funding granted to: Leen d'Haenens (PI), Desirée Schmuck, Roxanne Wyns, Reine Meylaerts, Frederik Truyen, Kim Christiaens, Cecil Meeusen, Silvana Mandolessi, Dirk Speelman, Michaël Ogenhaffen, Bieke Zaman)*
 - *Funding Agency: FWO (Research Foundation – Flanders), KU Leuven*
- Total: **803,831 EUR**

Publications

Impact: Over 4000 citations in Google scholar, h-index: 32

Peer-Reviewed Journal Articles

* indicates graduate student co-author under my supervision

1. *Harff, D. & **Schmuck, D.** (2024). Who Relies on Social Media Influencers for Political Information? A Cross-Country Study Among Youth. *International Journal of Press/Politics*. <https://doi.org/10.1177/19401612241234898>
2. *Van Houtven E., Acquah, S., Obermaier, M., Saleem, M., & **Schmuck, D.** (2024). ‘You Got My Back?’ Severity and Counter-Speech in Hate Speech Toward Minority Groups. *Media Psychology. Advance Online Publication*. <https://doi.org/10.1080/15213269.2023.2298684>
3. Gonzalez, A., **Schmuck, D.**, & Vandenbosch, L. (2023). Posting and framing politics: A content analysis of celebrities’, athletes’, and influencers’ Instagram political content. *Information, Communication & Society. Advance Online Publication*. <https://doi.org/10.1080/1369118X.2023.2285495>
4. **Schmuck, D.** & *Harff, D. (2023). Popular among distrustful youth? Social media influencers’ communication about COVID-19 and young people’s risk perceptions and vaccination intentions. *Health Communication. Advance Online Publication*. <https://doi.org/10.1080/10410236.2023.2286408>
5. Stevic, A., **Schmuck, D.**, Thomas, M., Karsay, K., Matthes, J. (2023). Distracted children? Nighttime smartphone use, children’s attentional problems, and school performance over time. *Journal Of Early Adolescence. Advance Online Publication*. <https://doi.org/10.1177/02724316231164734>
6. *Dekoninck, H., *Van Houtven, E., & **Schmuck, D.** (2023). Inspiring G(re)en Z: Unraveling (Para)social Bonds with Influencers and Perceptions of Their Environmental Content. *Environmental Communication. Advance Online Publication*. <https://doi.org/10.1080/17524032.2023.2237693>
7. Hameleers, M., *Harff, D., & **Schmuck, D.** (2023). The Alternative Truth Kept Hidden From Us: The Effects of Multimodal Disinformation Disseminated by Ordinary Citizens and Alternative Hyper-Partisan Media Evidence From the US and India. *Digital Journalism. Advance Online Publication*. <https://doi.org/10.1080/21670811.2023.2210616>
8. *Dekoninck, H. & **Schmuck, D.** (2023). The “Greenfluence”: Following Environmental Influencers, Parasocial Relationships, and Youth’s Participation Behavior. *New Media & Society. Advance Online Publication*. <https://doi.org/10.1177/14614448231156131>
9. *Harff, D. & **Schmuck, D.** (2023). Influencers as Empowering Agents? Following Political Influencers, Internal Political Efficacy and Participation among Youth. *Political Communication*, 40(2), 147-172. <https://doi.org/10.1080/10584609.2023.2166631>
10. Karsay, K., **Schmuck, D.**, Stevic, A., Matthes, J. (2023). Sleeping with the smartphone. A Panel Study Investigating Parental Mediation, Adolescents’ Tiredness, and Physical Well-Being. *Behaviour & Information Technology*, 42(11), 1833-1844. <https://doi.org/10.1080/0144929X.2022.2100277>
11. Matthes, J., **Schmuck, D.**, & von Sikorski, C. (2023). In the eye of the beholder: A Case for the Visual Hostile Media Phenomenon. *Communication Research*, 50(7), 879-903. [doi: 10.1177/00936502211018596](https://doi.org/10.1177/00936502211018596)

12. **Schmuck, D.**, Stevic, A., Matthes, J., & Karsay, K. (2023). Out of Control? How Parents' Perceived Lack of Control Over Children's Smartphone Use Affects Children's Self-Esteem Over Time. *New Media & Society*, 25(1), 199-219. doi: [10.1177/14614448211011452](https://doi.org/10.1177/14614448211011452)
13. **Schmuck, D.**, Matthes, J., & von Sikorski, C. (2023). No Compassion for Muslims? How Journalistic News Coverage of Terrorist Crimes Influences Emotional Reactions and Policy Support Depending on the Victim's Religion. *Crime & Delinquency*, 69(5), 1020-1043. <https://doi.org/10.1177/00111287211000626>
14. **Schmuck, D.**, Hirsch, M., Stevic, A., & Matthes, J. (2022). Politics – simply explained? How influencers affect youth's perceived simplification of politics, political cynicism, and political interest. *International Journal of Press-Politics*, 27(3), 738-762. <https://doi.org/10.1177/19401612221088987>
15. Obermaier, M., **Schmuck, D.** (2022). Youths as targets: Factors of online hate speech victimization among adolescents and young adults. *Journal Of Computer-Mediated Communication*, Art.No. zmac012. <https://doi.org/10.1093/jcmc/zmac012>
16. *Harff, D., Bollen, C., & **Schmuck, D.** (2022). Responses to social media influencers' misinformation about COVID-19: A pre-registered multiple-exposure experiment. *Media Psychology*, 25(6), 831-850. <https://doi.org/10.1080/15213269.2022.2080711>
17. Karsay, K., Matthes, J., **Schmuck, D.**, & Ecklebe, S. (2022). Messaging, posting, and browsing: A mobile experience sampling study investigating youth's social media use, affective well-being, and loneliness. *Social Science Computer Review*, (128), Art.No. 107078, 1-11. <https://doi.org/10.1016/j.chb.2021.107078>
18. *Dekoninck, H., & **Schmuck, D.** (2022). The Mobilizing Power of Influencers for Pro-Environmental Behavior Intentions and Political Participation. *Environmental Communication*, 16(4), 458-472. <https://doi.org/10.1080/17524032.2022.2027801>
19. **Schmuck, D.**, Matthes, J., von Sikorski, C., Rahmanian, M., & Bulat, B. (2022). Tearing us Apart? Muslims' Attitudes Toward the Majority Population in Response to Differentiated Versus Undifferentiated News About Terror. *International Journal of Communication*, 16(2022), 1420–1440.
20. Matthes, J., Karsay, K., Hirsch, M., Stevic, A., & **Schmuck, D.** (2022). Reflective Smartphone Disengagement: Conceptualization, Measurement, and Validation. *Computers In Human Behavior*, 128, 107078. <https://doi.org/10.1016/j.chb.2021.107078c>
21. von Sikorski, C., **Schmuck, D.**, Matthes, J., Klobasa, C., Knupfer, H., & Saumer, M. (2022). Do Journalists Differentiate Between Muslims and Islamist Terrorists? A Content Analysis of Terrorism News Coverage. *Journalism*, 23(06), 1171-1193. doi: [10.1177/1464884921990223](https://doi.org/10.1177/1464884921990223)
22. Obermaier, M., **Schmuck, D.**, & Saleem, M. (2021). I'll be there for you? Effects of Islamophobic online hate speech and counter speech on Muslim in-group bystanders' intention to intervene. *New Media & Society*, 25(9), 2339-2358. <https://doi.org/10.1177/14614448211017527>
23. Heiss, R., **Schmuck, D.**, Matthes, J., & Eicher, C. (2021). Citizen Science in Schools: Predictors and Outcomes of Participating in Voluntary Political Research. *Sage Open*, 11 (4). doi: [10.1177/21582440211016428](https://doi.org/10.1177/21582440211016428)
24. Hameleers, M., **Schmuck, D.**, Schulz, A., Wirz, D., Matthes, J., Bos, L., Corbu, N., & Andreadis, I. (2021). The Effects of Populist Identity Framing on Populist Attitudes Across Europe: Evidence From a 15-Country Comparative Experiment. *International Journal Of Public Opinion Research*, Art.No. edaa018, 1-21. doi: [10.1093/ijpor/edaa018](https://doi.org/10.1093/ijpor/edaa018)
25. Stevic, A., **Schmuck, D.**, Karsay, K., & Matthes, J. (2021). Are Smartphones Enhancing or Displacing Face-to-Face Communication With Close Ties? A Panel Study Among Adults. *International Journal Of Communication*, (15), 792-813.
26. von Sikorski, C., Matthes, J., & **Schmuck, D.** (2021). The Islamic State in the News: Journalistic Differentiation of Islamist Terrorism From Islam, Terror News Proximity, and Islamophobic Attitudes. *Communication Research*, 48 (2), 203-232. doi: [10.1177/0093650218803276](https://doi.org/10.1177/0093650218803276)

27. **Schmuck, D.** (2020). Does Digital Detox Work? Exploring the Role of Digital Detox Applications for Problematic Smartphone Use and Well-Being of Young Adults Using Multigroup Analysis. *Cyberpsychology Behavior And Social Networking*, 23 (8), 526-532. doi: [10.1089/cyber.2019.0578](https://doi.org/10.1089/cyber.2019.0578)
28. Stevic, A., **Schmuck, D.**, Koemets, A., Hirsch, M., Karsay, K., Thomas, M., & Matthes, J. (2020). Privacy concerns can stress you out: Investigating the reciprocal relationship between mobile social media privacy concerns and perceived stress. *Communications-European Journal of Communication Research*, 47(3), 327-349. <https://doi.org/10.1515/commun-2020-0037>
29. **Schmuck, D.**, & von Sikorski, C. (2020). Perceived threats from social bots: The media's role in supporting literacy. *Computers In Human Behavior*, 113, Art.No. 106507. doi: [10.1016/j.chb.2020.106507](https://doi.org/10.1016/j.chb.2020.106507)
30. ***Schmuck, D.**, & Tribastone, M. (2020). Muslims take action. How exposure to anti-Islamic populist political messages affects young muslims' support for collective action: A Longitudinal Experiment. *Political Communication*, 37 (5), 635-655. doi: [10.1080/10584609.2020.1736700](https://doi.org/10.1080/10584609.2020.1736700)
31. Hameleers, M., **Schmuck, D.**, Bos, L., & Ecklebe, S. (2020). Interacting with the ordinary people: How populist messages and styles communicated by politicians trigger users' behaviour on social media in a comparative context. *European Journal of Communication*, 36(3), 238-253. <https://doi.org/10.1177/0267323120978723>
32. Matthes, J., Thomas, M., Stevic, A., & **Schmuck, D.** (2020). Fighting over smartphones? Parents' excessive smartphone use, lack of control over children's use, and conflict. *Computers In Human Behavior*, 116, 106618. <https://doi.org/10.1016/j.chb.2020.106618>
33. Matthes, J., Kaskelvičiute, R., **Schmuck, D.**, von Sikorski, C., Klobasa, C., Knupfer, H., & Saumer, M. (2020). Who Differentiates between Muslims and Islamist Terrorists in Terrorism News Coverage? An Actor-based Approach. *Journalism Studies*, 21 (15), 2135-2153. doi: [10.1080/1461670X.2020.1812422](https://doi.org/10.1080/1461670X.2020.1812422)
34. **Schmuck, D.**, & Hameleers, M. (2020). Closer to the people: A comparative content analysis of populist communication on social networking sites in pre- and post-election periods. *Information Communication & Society*, 23 (10), 1531-1548. doi: [10.1080/1369118X.2019.1588909](https://doi.org/10.1080/1369118X.2019.1588909)
35. **Schmuck, D.**, Tribastone, M., Matthes, J., Marquart, F., & Bergel, E.M. (2020). Avoiding the Other Side? An eye-tracking study of selective exposure and selective avoidance effects in response to political advertising. *Journal Of Media Psychology-Theories Methods and Applications*, 32 (3), 158-164. doi: [10.1027/1864-1105/a000265](https://doi.org/10.1027/1864-1105/a000265)
36. **Schmuck, D.**, Heiss, R., & Matthes, J. (2020). Drifting Further Apart? How Exposure to Media Portrayals of Muslims Affects Attitude Polarization. *Political Psychology*, 41 (6), 1055-1072. doi: [10.1111/pops.12664](https://doi.org/10.1111/pops.12664)
37. Bos, L., Schemer, C., Corbu, N., Hameleers, M., Andreadis, I., Schulz, A., **Schmuck, D.**, Reinemann, C., & Fawzi, N. (2020). The effects of populism as a social identity frame on persuasion and mobilisation: Evidence from a 15-country experiment. *European Journal of Political Research*, 59 (1), 3-24. doi: [10.1111/1475-6765.12334](https://doi.org/10.1111/1475-6765.12334)
38. 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. *Computers In Human Behavior*, 105, Art.No. UNSP 106217, 1-11. doi: [10.1016/j.chb.2019.106217](https://doi.org/10.1016/j.chb.2019.106217)
39. 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. *Behaviour & Information Technology*, 40(2), 176-190. <https://doi.org/10.1080/0144929X.2019.1680732>. doi: [10.1080/0144929X.2019.1680732](https://doi.org/10.1080/0144929X.2019.1680732)
40. Karsay, K., **Schmuck, D.**, Matthes, J., & Stevic, A. (2019). Longitudinal Effects of Excessive Smartphone Use on Stress and Loneliness: The Moderating Role of Self-Disclosure. *Cyberpsychology Behavior And Social Networking*, 22, 706-713. doi: [10.1089/cyber.2019.0255](https://doi.org/10.1089/cyber.2019.0255)

41. Matthes, J., **Schmuck, D.**, & von Sikorski, C. (2019). Terror, Terror Everywhere? How Terrorism News Shape Support for Anti-Muslim Policies as a Function of Perceived Threat Severity and Controllability. *Political Psychology*, 40 (5), 935-951. [doi: 10.1111/pops.12576](https://doi.org/10.1111/pops.12576)
42. **Schmuck, D.**, Karsay, K., Matthes, J., & Stevic, A. (2019). "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. *Telematics And Informatics*, 42, Art.No. ARTN 101240. [doi: 10.1016/j.tele.2019.101240](https://doi.org/10.1016/j.tele.2019.101240)
43. **Schmuck, D.**, & Matthes, J. (2019). Voting "Against Islamization"? How Anti-Islamic Right-Wing, Populist Political Campaign Ads Influence Explicit and Implicit Attitudes Toward Muslims as Well as Voting Preferences. *Political Psychology*, 40 (4), 739-757. [doi: 10.1111/pops.12557](https://doi.org/10.1111/pops.12557)
44. Karsay, K., & **Schmuck, D.** (2019). "Weak, Sad, and Lazy Fatties": Adolescents' Explicit and Implicit Weight Bias Following Exposure to Weight Loss Reality TV Shows. *Media Psychology*, 22 (1), 60-81. [doi: 10.1080/15213269.2017.1396903](https://doi.org/10.1080/15213269.2017.1396903)
45. Heiss, R., **Schmuck, D.**, & Matthes, J. (2019). What drives interaction in political actors' Facebook posts? Profile and content predictors of user engagement and political actors' reactions. *Information Communication & Society*, 22 (10), 1497-1513. [doi: 10.1080/1369118X.2018.1445273](https://doi.org/10.1080/1369118X.2018.1445273)
46. **Schmuck, D.**, Matthes, J., von Sikorski, C., Materne, N., & Shah, E. (2018). Are Unidentified Terrorist Suspects Always Muslims? How Terrorism News Shape News Consumers' Automatic Activation of Muslims as Perpetrators. *Religions*, 9 (10), Art.No. ARTN 286. [doi: 10.3390/rel9100286](https://doi.org/10.3390/rel9100286)
47. Hameleers, M., Bos, L., Fawzi, N., Reinemann, C., Andreadis, I., Corbu, N., Schemer, C., Schulz, A., Shaefer, T., Aalberg, T., Axelsson, S., Berganza, R., Cremonesi, C., Dahlberg, S., de Vreese, C.H., Hess, A., Kartsounidou, E., Kasprowicz, D., Matthes, J., Negrea-Busuioc, E., Ringdal, S., Salgado, S., Sanders, K., **Schmuck, D.**, Stromback, J., Suiter, J., Boomgaarden, H., Tenenboim-Weinblatt, K., & Weiss-Yaniv, N. (2018). Start Spreading the News: A Comparative Experiment on the Effects of Populist Communication on Political Engagement in Sixteen European Countries. *International Journal of Press-Politics*, 23 (4), 517-538. [doi: 10.1177/1940161218786786](https://doi.org/10.1177/1940161218786786)
48. **Schmuck, D.**, Matthes, J., & Naderer, B. (2018). Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising. *Journal Of Advertising*, 47 (2), 127-145. [doi: 10.1080/00913367.2018.1452652](https://doi.org/10.1080/00913367.2018.1452652)
49. **Schmuck, D.**, Matthes, J., Naderer, B., & Beaufort, M. (2018). The Effects of Environmental Brand Attributes and Nature Imagery in Green Advertising. *Environmental Communication-A Journal Of Nature And Culture*, 12 (3), 414-429. [doi: 10.1080/17524032.2017.1308401](https://doi.org/10.1080/17524032.2017.1308401)
50. **Schmuck, D.**, Heiss, R., Matthes, J., Engesser, S., & Esser, F. (2017). Antecedents of strategic game framing in political news coverage. *Journalism*, 18 (8), 937-955. [doi: 10.1177/1464884916648098](https://doi.org/10.1177/1464884916648098)
51. **Schmuck, D.**, Matthes, J., & Paul, F.H. (2017). Negative Stereotypical Portrayals of Muslims in Right-Wing Populist Campaigns: Perceived Discrimination, Social Identity Threats, and Hostility Among Young Muslim Adults. *Journal Of Communication*, 67 (4), 610-634. [doi: 10.1111/jcom.12313](https://doi.org/10.1111/jcom.12313)
52. 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. [doi: 10.1177/0093650215577859](https://doi.org/10.1177/0093650215577859)
53. **Schmuck, D.**, & Matthes, J. (2017). Effects of Economic and Symbolic Threat Appeals in Right-Wing Populist Advertising on Anti-Immigrant Attitudes: The Impact of Textual and Visual Appeals. *Political Communication*, 34 (4), 607-626. [doi: 10.1080/10584609.2017.1316807](https://doi.org/10.1080/10584609.2017.1316807)
54. von Sikorski, C., **Schmuck, D.**, Matthes, J., & Binder, A. (2017). "Muslims are not Terrorists": Islamic State Coverage, Journalistic Differentiation Between Terrorism and Islam, Fear

- Reactions, and Attitudes Toward Muslims. *Mass Communication and Society*, 20 (6), 825-848. doi: [10.1080/15205436.2017.1342131](https://doi.org/10.1080/15205436.2017.1342131)
55. Hameleers, M., & **Schmuck, D.** (2017). It's us against them: a comparative experiment on the effects of populist messages communicated via social media. *Information Communication & Society*, 20 (9), 1425-1444. doi: [10.1080/1369118X.2017.1328523](https://doi.org/10.1080/1369118X.2017.1328523)
56. **Schmuck, D.** (2017). The perception and effects of xenophobic, right-wing populist campaigns in consideration of individuals' migrant background: A qualitative investigation. *Studies in Communication - Media*, 6-38. doi: [10.5771/2192-4007-2017-1-6](https://doi.org/10.5771/2192-4007-2017-1-6) [Open Access](#)
57. **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. doi: [10.1080/1369183X.2014.981513](https://doi.org/10.1080/1369183X.2014.981513)
58. 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 And Measures*, 9 (4), 193-207. doi: [10.1080/19312458.2015.1096334](https://doi.org/10.1080/19312458.2015.1096334)
59. 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. doi: [10.1016/j.jbusres.2013.11.054](https://doi.org/10.1016/j.jbusres.2013.11.054)

Book Chapters and Other Publications (9)

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1. Dekoninck, H. & **Schmuck, D.** (forthcoming). Eye Tracking. In A. Nai, M. Groemping, & D. Wirz (eds.), *Encyclopedia of Political Communication*.
 2. **Schmuck, D.** (2022). Social Media Influencers and Environmental Communication. In: B. Takahashi, J. Metag, J. Thaker, S.E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Routledge.
 3. Krämer B., & **Schmuck, D.** (2020). Populismus und Medien. Merkmale und Konsequenzen populistischer Kommunikation. *Politische Studien*, 491(2020), 26-34.
 4. Hameleers, M., Reinemann, C., **Schmuck, D.**, & Fawzi, N. (2019). The Persuasiveness of Populist Communication: Conceptualizing the Effects and Political Consequences of Populist Communication from a Social Identity Perspective. In: *Communicating Populism*, (1-25). (Routledge Studies in Media, Communication, and Politics). New York: Routledge. ISBN: 9780429402067. doi: [10.4324/9780429402067-8](https://doi.org/10.4324/9780429402067-8)
 5. Von Sikorski, C., **Schmuck, D.**, & Matthes, J. (2018). Eine Spirale der Angst? Terrorberichterstattung in den Medien, wahrgenommene Bedrohung und politische Einstellungen. [A Spiral of Fear? Terror Reporting in the Media, Perceived Threat and Political Attitudes]. *Psychologie in Österreich*, 38(5), 354-261.
 6. **Schmuck, D.**, Matthes, J., & Boomgaarden, H. (2017). Austria Candidate-Centered and Anti-Immigrant Right-Wing Populism. In: T. Aalberg, F. Esser, C. Reinemann, J. Stromback, C.H. DeVreese (Eds.), *Populist Political Communication in Europe*, (85-98). (Routledge Research in Communication Studies). ROUTLEDGE. ISBN: 978-1-138-65479-2. ([URL](#)) (citations: 10)
 7. Naderer, B., **Schmuck, D.**, & Matthes, J. (2017). Greenwashing: Disinformation through green advertising. In: *Commercial communication in the digital age – Information or disinformation?*, (105-120). De Gruyter Mouto. ISBN: 9783110416794. [Open Access](#)
 8. **Schmuck, D.** (2017). Visual presentation of data. In J. Matthes, C. Davis, & R.F. Potter (Eds.), *The International Encyclopedia of Communication Research Methods* (pp. 1931-1933). New Jersey: Wiley/International Communication Association.
 9. **Schmuck, D.** (2016). Wirkungen rechtspopulistischer politischer Kampagnen aus Sicht der kommunikationswissenschaftlichen Forschung. *Gedekdienst* 79(4), 3.

10. **Schmuck, D.,** & Matthes, J. (2014). Das Ende der Politikverdrossenheit? Politische Social Media-Angebote für Jugendliche [The end of political apathy? Social media and participatory politics for adolescents]. *Psychologie in Österreich*, 34(4), 264-269.

Conference Papers

Peer-Review

(*denotes Top Paper Award)

1. Waeterloos, C., Schmuck, D., Opgenhaffen, M., & Van Aelst, P. (2024). A systematic review of the concept of political knowledge in a high-choice, social media environment. Presented at the Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
2. Dekoninck, H., & Schmuck, D. (2024). Battle of the E-cowarriors: Differential Effects of Environmental Appeals by SMIs and Organizations on Youth's Pro-Environmental Attitudes and Behavior Intentions. Presented at the Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
3. Harff, D. & Schmuck, D. (2024). Who Uses Social Media Influencers for Political Information? A Cross-Country Study Among Youth. Presented at the Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
4. Hermans, B., Lissens, M., Opgenhaffen, M., Schmuck, D., & Van Aelst P. (2024). Climate change knowledge: the impact of factchecks and influencers according to the Motivation-Opportunity-Ability Framework. Presented at the Etmaal van de Communicatiewetenschappen, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
5. Lissens, M., Harff, D. & Schmuck, D. (2024) Responses to (Un)healthy Advice: Processing and Acceptance of Health Content Creators' Nutrition Misinformation by Youth. Presented at the Etmaal van de Communicatiewetenschappen, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
6. Van Houtven, E., Harff, D., & Schmuck, D. (2024). Constructing Identity on YouTube: How Influencers Portray Collective Identities and Audiences Engage with Them. Presented at the Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
7. Wittner Franckx, L., Zarouali, B., & Schmuck, D., (2024). The Effect of a Twitter Forewarning on the Detection and Likelihood to Follow Social BotLike profiles, and the Moderating Role of Mutual Friends and Privacy Concerns. Presented at the Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
8. Schmuck, D., Harff, D., & Stehr, P. (2023). Social Media Influencers as Attainable Parasocial Opinion Leaders: The APOL Model. To be presented at the 73rd Annual International Communication Association Conference, Toronto, 25 May 2023-29 May 2023.
9. Gonzalez, A., Schmuck, D., & Vandenbosch, L. (2023). Posting and Framing Politics: A Content Analysis of Celebrities', Athletes' and Influencers' Instagram Political Content. To be presented at the 73rd Annual International Communication Association Conference, Toronto, 25 May 2023-29 May 2023.
10. Harff, D., & Schmuck, D. (2023). Is Authenticity Key? How Political Mobilization from Online Opinion Leaders Differentially Affects Youth's Participation Intentions. To be presented at the 73rd Annual International Communication Association Conference, Toronto, 25 May 2023-29 May 2023.
11. Van Houtven, E., Acquah, S., Obermaier, M., Saleem, M., & Schmuck, D., (2023). "I Got Your Back!" Severity and Counter-Speech in Online Hate Speech Toward Minority Members. To be presented at the 73rd Annual International Communication Association Conference, Toronto, 25 May 2023-29 May 2023.
12. Dekoninck, H., Van Houtven, E., & Schmuck, D. (2023). Inspiring G(re)en Z: Unraveling (Para)social Bonds with Influencers and Perceptions of their Environmental Content. To be

presented at the 73rd Annual International Communication Association Conference, Toronto, 25 May 2023-29 May 2023.

13. Dekoninck, H., Van Houtven, E., & Schmuck, D. (2023). Inspiring G(re)en Z: Unraveling (Para)social Bonds with Influencers and Perceptions of their Environmental Content. To be presented at the Etmaal van de Communicatiewetenschap 2023, Enschede, The Netherlands.
14. Harff, D., & Schmuck, D. (2023). Is Authenticity Key? How Political Mobilization from Online Opinion Leaders Differentially Affects Youth's Participation Intentions. To be presented at the Etmaal van de Communicatiewetenschap 2023, Enschede, The Netherlands.
15. Van Houtven, E., Acquah, S., Obermaier, M., Saleem, M., & Schmuck, D., (2023). "I Got Your Back!" Severity and Counter-Speech in Online Hate Speech Toward Minority Members. To be presented at the Etmaal van de Communicatiewetenschap 2023, Enschede, The Netherlands.
16. *Harff, D., Schmuck, D. (2022). Policy, Lifestyle, Fake News? A Content Analysis of Political (Mis-)Information by Influencers. Presented at the DGPUK Advertising Division, Under the Influence conference, Cluj, Romania.*
17. Schmuck, D., Harff, D. (2022). Responses to (Un)healthy Advice: Processing and Acceptance of Social Media Personalities' Nutrition Misinformation. Presented at the DGPUK Advertising Division: Under the Influence: A Comprehensive Look at Social Media Influencers, Cluj-Napoca, Romania, 06 Oct 2022-08 Oct 2022.
18. Dekoninck, H., Schmuck, D. (2022). #Fitfoodie: Fitness and Nutrition Influencers and Youth's Behavior Change Over Time. Presented at the DGPUK Advertising Division, Under the Influence conference, Cluj, Romania, 06 Oct 2022-08 Oct 2022.
19. Schmuck, D. (2022). Digital Detox as Response to Information Overload? The Role of Smartphone Literacy and Nomophobia. Presented at the 36th Annual Conference of the European Health Psychology Society, Bratislava, Slovakia, 23 Aug 2022-27 Aug 2022.
20. Schmuck, D., Harff, D. (2022). Role Models or Bad Examples? Influencers' Communication about COVID-19, Youths' Risk Perceptions and Vaccination Intentions. Presented at the 105th Annual Conference of the Association of Education for Journalism and Mass Communication, Detroit, Michigan, USA, 09 Aug 2022-08 Aug 2022.
21. Obermaier, M., & Schmuck, D. (2022). Youth as Target. Factors of Online Hate Speech Victimization Among Adolescents and Young Adults. Presented at the 72nd Annual International Communication Association Conference, Paris, 26 May 2022-30 May 2022.
22. Harff, D.R., Schmuck, D. (2022). Simple, Interesting, Inspiring Content? How Following Political Influencers Affects Youth's Internal Political Efficacy and Participation. Presented at the 72nd Annual International Communication Association Conference, Paris, 26 May 2022-30 May 2022.
23. Hameleers, M., Harff, D.R., Schmuck, D. (2022). The Effects of Multimodal Disinformation Disseminated by Ordinary Citizens and Alternative Media Platforms. Presented at the 72nd Annual International Communication Association Conference, Paris, 26 May 2022-30 May 2022.
24. Dekoninck, H., Schmuck, D. (2022). The "Greenfluence": Predictors of Following Environmental Influencers and Its Impact on Youth's Participation Behavior. Presented at the ICA 2022, Paris, France.
25. Dekoninck, H., Schmuck, D. (2022). Yoga Workouts and Avocados: Following Fitness and Nutrition Influencers and Youth's Behavior Change Over Time. Presented at the ICA 2022, Paris, France.
26. Harff, D., Schmuck, D. (2022). Light, Interesting, Inspiring Content? Following Political Influencers and Youth's Political Efficacy and Participation. Presented at the Etmaal van de Communicatiewetenschap 2022, Brussels/online.

27. Dekoninck, H., Schmuck, D. (2022). Fitness and Nutrition Influencers and Young Followers' Long-Term Behavior Change. Presented at the Etmaal, Online. Harff, D. R., Schmuck, D. (2022, February). Light, Interesting, Inspiring Content? How Following Political Influencers Affects Youth's Internal Political Efficacy and Participation. Abstract to be presented at the Etmaal van de Communicatiewetenschap of the Netherlands – Flanders Communication Association (NeFCA). Online (originally to be held in Brussels, Belgium).
28. Prato, C., Reinartz, R., Schmuck, D. (2022, February). Tweeting for the Future: A Semi-Automatic Quantitative Content Analysis of Fridays For Future Tweets. Abstract to be presented at the Etmaal van de Communicatiewetenschap of the Netherlands – Flanders Communication Association (NeFCA). Online (originally to be held in Brussels, Belgium).
29. Dekoninck, H., & Schmuck, D. (2022, February). Fitness and Nutrition Influencers and Young Followers' Long-Term Behavior Change. Abstract to be presented at the Etmaal van de Communicatiewetenschap of the Netherlands – Flanders Communication Association (NeFCA). Online (originally to be held in Brussels, Belgium).
30. Harff, D., Bollen, C., Schmuck, D. (2021, November). Social Media Influencers' Misinformation about COVID-19: A Pre-Registered Multiple-Exposure Experiment. Presentation at the European Conference on Health Communication (EHC), Online.
31. Schmuck, D. (2021, October). Investigating the mobilizing power of influencers on pro-environmental behavioral intentions and political participation. Paper to be presented at the 8th European Communication Conference of the European Communication Research and Education Association (ECREA), Braga, Portugal (Online).
32. Karsay, K.; Schmuck, D., Stevic, A.; Matthes, J. (2021, May). Sleeping with the Smartphone: Parental Mediation, Children's Tiredness and Physical Well-Being. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
33. Stevic A, Schmuck D, Thomas M, Karsay K, Matthes J. (2021, May). Distracted Children? Nighttime Smartphone Use, Children's Attentional Problems, and School Performance Over Time. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
34. 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. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
35. Dekoninck, H., & Schmuck, D. (2021, May). The Mobilizing Power of Influencers for Pro-Environmental Action and Political Participation (Work In Progress). 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
36. Reinemann, C., Schmuck, D., & Jandura, O. (2021). Populist Climate Change Skeptics? Climate Change Skepticism and Media Perceptions as Predictors of Right-wing Populist Voting Intention. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
37. Schmuck, D., Fawzi, N., Reinemann, C., & Riesmeyer C. (2021, May). "Teenage Media Malaise? The Role of Social Media Use, Exposure to Extremist Messages, and Online Media Literacy for Political Cynicism Among Adolescents. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
38. *Aichinger, M., Obermaier, M., & Schmuck, D. (2021, May). #ICantBreathe. Black Lives Matter Content on Social Media and Youths' Online and Offline Participation. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).

39. Obermaier, M., Schmuck, D., & Saleem, M. (2021, May). I'll be There? Effects of Islamophobic Hate and Counter Speech on Muslims' Intention to Intervene. 71st Annual Conference of the International Communication Association (ICA), Virtual Conference (originally to be held in Denver, CO, USA).
40. Obermaier, M., Schmuck, D., & Saleem, M. (2021, January). I'll be There for you? Reaktionen von Muslim*innen auf islamophobe Online Hate Speech und die Rolle von Counter Speech durch die In- und Out-Group. Annual Conference of the Media and Effects Division in the German Communication Association, Virtual Conference (originally to be held in Munich, Germany).
41. Schmuck, D., Obermaier, M., & Saleem, M. (2021, April). Stand by Me! Muslims' Responses to Islamophobic Online Hate Speech and the Role of Counter Speech. Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland.
42. Karsay, K.; Schmuck, D., Stevic, A.; Matthes, J. (2021, April). Sleeping with the Smartphone: Parental Mediation, Children's Tiredness and Physical Well-Being. Annual conference of the German Communication Association (DGPK).
43. Schmuck, D., Matthes, J., Stevic, A., Hirsch, M. (2020, November). Politics – Simply Explained? How Political Complexity Reduction by Social Media Influencers Affects Youth's Political Cynicism. Presented at the Youth, News, and Democratic Engagement Workshop. Online Workshop.
44. 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. Paper to be presented at the Annual Meeting of the International Communication Association, Gold Coast, Australia.
45. Schmuck, D., Matthes, J., & von Sikorski, C. (2020, May). In the Eye of the Beholder: A Case for the Visual Hostile Media Phenomenon. Poster to be presented at the Annual Meeting of the International Communication Association, Gold Coast, Australia.
46. 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. Paper to be presented at the Annual Meeting of the International Communication Association, Gold Coast, Australia.
47. Nir, L., & Schmuck, D. (2020, May). True to Themselves? Voters' Responses to Political Candidates' Self-Presentation on Social Networking Sites. Paper to be presented at the Annual Meeting of the International Communication Association, Gold Coast, Australia.
48. Matthes, J., Karsay, K., Hirsch, M., Stevic, A., & Schmuck, D. (2020, May). Reflective Smartphone Disengagement: Conceptualization, Measurement, and Validation. Paper to be presented at the Annual Meeting of the International Communication Association, Gold Coast, Australia.
49. Stevic, A., Schmuck, D., Koemets, A., Hirsch, M., Karsay, K., Thomas, M., & Matthes, J. (2020, May). Privacy Concerns Can Stress You Out: Investigating the Reciprocal Relationship Between Privacy Concerns and Stress. Paper to be presented at the Annual Meeting of the International Communication Association, Gold Coast, Australia.
50. Schmuck, D., Fawzi, N., Reinemann, C., Riesmeyer, C. (2020, Februar). "Teenage Media Malaise? Mediennutzung, Kontakt mit extremistischen Botschaften und Medienkompetenz als Prädiktoren des politischen Misstrauens bei Jugendlichen. Jahrestagung FG Kommunikation und Politik 2020 „Desinformation, Populismus, „Lügenpresse“ - Vertrauen und Glaubwürdigkeit in der politischen Kommunikation. Februar 2020. Mainz, Deutschland.
51. Schmuck, D. (2020, March). Does Digital Detox Work? Exploring the Role of Digital Detox Apps for Problematic Smartphone Use and Well-Being of Young Adults. 65. DGPK-Jahrestagung. 10.-12. März, 2020. München, Deutschland.

52. 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. 65. DGPUK-Jahrestagung. 10.-12. März, 2020. München, Deutschland.
53. *Schmuck, D. & von Sikorski, C. (2019, August). Social Bots as Threat for Digital Democracy? How News Coverage Can Empower Media Users. Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 7-10, Toronto, Canada.
54. Schmuck, D., Heiss, R., & Matthes, J. (2019, August). Drifting Further Apart? How Exposure to Media Portrayals of Muslims Affects Attitude Polarization. Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 7-10, Toronto, Canada.
55. Hameleers, M., Schmuck, D., Bos, L., & Ecklebe, S. (2019, August). Interacting with the Ordinary People: How Populist Messages and Styles Trigger Engagement on Social Media. Journal of Elections, Public Opinion, and Parties. Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 7-10, Toronto, Canada.
56. Schmuck, D., Tribastone, M., Matthes, J., Marquart, F., & Bergel, F. (2019, August). Avoiding the Other Side? An Eye-Tracking Study Investigating Selective Exposure and Avoidance of Political Advertising. Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 7-10, Toronto, Canada.
57. *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.
58. 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.
59. Matthes, J., Karsay, K., Stevic, A., Schmuck, D. (2019, May). "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.
60. Schmuck, D. & Tribastone, M. (2019, May). Muslims Fight Back: How Anti-Islamic Right-Wing Populist Messages on Social Media Affect Perceived Discrimination and Collective Action Intentions of Young Muslims. Presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
61. Stevic, A., Schmuck, D., Karsay, K., Matthes, J. (2019, May). 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.
62. 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.
63. Bos, L., Hameleers, M., Schmuck, D. (2018, August). The Effects of Populist Political Communication on Populist Attitudes Across National Contexts in Europe. Presentation at the General Conference of the European Consortium for Political Research (ECPR), August 22-25, Hamburg, Germany.
64. Schmuck, D. (2018, May). Voting "against Islamization"? How anti-Islamic right-wing populist political campaigns influence explicit and implicit attitudes toward Muslims as well as electoral

- support. Presentation at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
65. *Hameleers, M., & Schmuck, D. (2018, May). Closer to the people: A comparative content analysis of online populist communication at election and routine periods. Presentation at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
 66. Hameleers, M., Bos, L., Fawzi, N., Reinemann, C., Andreadis, I., Corbu, N., Schemer, C., Sheaffer, T., Aalberg, T., Axelsson, S., Balas, D. C., Berganza, R., Cremonesi, C., Dahlberg, S., Hess, A., Kartsounidou, E., Kasprowicz, D., Negrea-Busuioc, E., Ringdal, S., Salgado, S., Sanders, K., Schmuck, D., Schulz, A., Stepinska, A. M., Suiter, J., Tenenboim-Weinblatt, K., Weiss-Yaniv, N. (2018, May). Start spreading the news: A comparative experiment on the effects of populist communication on political participation in 16 European countries. Presentation at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
 67. Matthes, J., Schmuck, D., & Stubenvoll, M. (2018, May). Opinion Polarization in the Debate about an "Upper Limit" for Refugees: Motivated Reasoning in Response to Likeminded and Cross-Cutting News. Presentation at the Preconference at the 2018 ICA, Prague: Refugees, Religious Threats, and Political Radicalization: Theoretical and Empirical Perspectives. May 23, Prague, Czech Republic.
 68. Schmuck, D. (2018, May). Voting "Against Islamization"? How Anti-Islamic Right-Wing Populist Political Campaigns Influence Explicit and Implicit Attitudes toward Muslims as well as Electoral Support. Presentation at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
 69. Hameleers, M. et al. (2018, May). Start Spreading the News: A Comparative Experiment on the Effects of Populist Communication on Political Participation in 16 European Countries. Presentation at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
 70. Matthes, J., Naderer, B., Schmuck, D., & Eicher, C. (2017, November). Argumentationsstrategien in der grünen Werbung: Ein systematischer Vergleich von 10 Ländern. [Argumentation Strategies in Green Advertising: A Systematic Comparison of 10 Countries] Presentation at the annual conference of the Advertising Division and PR & Organizational Communication Division of the German Communication Association (DGPK), November 23-25, Vienna, Austria.
 71. Matthes, J., Naderer, B., & Schmuck, D. (2017, November). Wer sind die grünen Konsumenten? Prädiktoren für nachhaltiges Kaufverhalten im internationalen Kontext. [In Search of the Green Consumer. Antecedents of Green Consumption Behavior and Implications for Advertisers?] Presentation at the annual conference of the Advertising Division and PR & Organizational Communication Division of the German Communication Association (DGPK), November 23-25, Vienna, Austria.
 72. *Schmuck, D., Matthes, J., & Paul, F. (2017, August). Young Muslims' responses to anti-islamic right-wing populist campaigns: Discrimination, social identity threats, and hostility. Paper accepted for presentation to the Political Communication Interest Group at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 9-12, Chicago, Illinois, USA.
 73. *Karsay, K., & Schmuck, D. (2017, August). Effects of weight loss reality TV show exposure on adolescents' explicit and implicit weight bias. Paper accepted for presentation to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 9-12, Chicago, Illinois, USA.
 74. 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. Paper accepted for presentation to the Religion and Media Interest Group at the

- Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, August 9-12, Chicago, Illinois, USA.
75. Schmuck, D. (2017, May). Effects of economic and symbolic threat appeals in right-wing populist advertising on anti-immigration attitudes: The impact of visual and verbal appeals. Presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, USA.
 76. Hameleers, M., & Schmuck, D. (2017, May). It's us against them: A comparative experiment on the effects of populist messages communicated via social media. Presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, USA.
 77. Heiss, R., & Schmuck, D. (2017, May). What drives interaction in political actors' Facebook posts? Profile and content predictors of user engagement and political actors' reactions. Presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, USA.
 78. 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.
 79. Schmuck, D. (2016, July). Effects of Economic and Symbolic Threat Appeals in Right-Wing Populist Advertising on Anti-Immigration Attitudes: The Impact of Visual and Verbal Appeals. Paper presented at the 5th International Summer School in Political Communication and Electoral Behaviour "Changing Media Environments, Changing Democracies", July 18-23, 2016, Milan, Italy.
 80. *Schmuck, D. & Naderer, B. (2016, June). Misleading consumers with green advertising? Comparing the effects of false and vague greenwashing claims. Paper presented at the 66th annual conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
 81. 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 Communication Research Methods 2016: Practices & Challenges, pre-conference to the 66th annual conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
 82. Heiss, R., & Schmuck, D. (2015, November). Jugendmobilisierung auf Facebook? Eine inhaltsanalytische Untersuchung zu Jugendsprache und politischen Partizipationsangeboten in der Facebook-Kommunikation österreichischer Politiker/innen. Presentation at the under.docs conference, November 12-14, Vienna, Austria.
 83. Schmuck, D., Heiss, R., & Matthes, J. (2015, August). Antecedents of strategic game framing in political news coverage. Presentation at the Political Communication interest group at the 98th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 6-9, San Francisco, CA, USA.
 84. 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.
 85. *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.
 86. Schmuck, D. (2015, May). The effects of right-wing populist ads on explicit and implicit attitudes toward immigrants. Presentation at the 2015 ICA Political Communication Division Graduate Student Pre-Conference, May 20, San Juan, Puerto Rico.

87. Matthes, J., & Schmuck, D. (2015, April). Explaining the effects of right-wing populist ads on explicit and implicit attitudes toward immigrants. Presentation at the Team Populism May 2015 Conference "Solving the Puzzles of Populism", April 30-May 2, London, UK.
88. 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 Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 5-9, Montréal, Canada.
89. 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.
90. *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 Association for Education in Journalism and Mass Communication (AEJMC) Convention DC 2013, August 7-11, Washington, D.C., USA.

Invited Talks

- 2024 Schmuck, D. (2024, January, 26). Lifestyle, Politics, Misinformation? Benefits and Risks of Social Media Influencers' Socio-Political Communication. Research Colloquium. Bowling Green State University. Global Social Media Influencers Research Lab. Ohio, USA.
- 2023 Schmuck, D. (2023, December, 5). The Power and Perils of Political Social Media Influencers: Lifestyle, Participation, (Mis)Information. Presentation at the Faculty of Political, Administrative and Communication Science of the Babeş-Bolyai-University Cluj. Cluj-Napoca, Romania.
- 2022 Schmuck, D. (2022, December). "I got your back!" The role of severity and bystander intervention in online hate speech toward minority members. Presentation at the @ntidote Expert Workshop on Evidence-Based Cyberviolence Policy in Europe. 8 – 9 December 2022. University of Antwerp.
- 2021 Schmuck, D. (2021, October). Coping with a Changing Digital Landscape. Keynote at the Workshop: From threat to opportunity – and back again? Digital prevention following the COVID-19 pandemic. 12th EUSPR Conference and Members' Meeting 29th September – 1st October, 2021, Online.
- 2018 Schmuck, D. (2018, November). Effects of right-wing populist political communication in Austria: An audience-centered approach. Presentation at the workshop Media Populism and European Democracy, November 8, Copenhagen, Denmark.

Overview of Academic Activities

International Research Stays

02 – 03/2019	Hebrew University of Jerusalem, Israel, Research Stay within the framework of the Strategic Partnerships of the University of Vienna, Host: Prof. Lilach Nir, Department of Political Science, February/March, 2019
07/2016	5th International Summer School in Political Communication and Electoral Behaviour “Changing Media Environments, Changing Democracies”, July 18-23, 2016, University of Milan, Italy
06/2015	University of Amsterdam, Short Term Scientific Mission, Cost Action IS 1308 , Host: Prof. Claes de Vreese, Amsterdam School of Communication Research, June, 2015

External and Internal Academic Service

Editorial Board Memberships:

Since 09/2023	Editorial board, <i>Mass Communication & Society</i>
Since 03/2021	Editorial board, <i>Journal of Media Psychology. Theories, Methods and Applications.</i>
Since 02/2021	Editorial board, <i>Media Psychology</i>

Panel Chairs:

2024	Panel chair “Political Communication— Engagement in the Social Media Landscape”. Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands, 08 Feb 2024-09 Feb 2024.
2023	Panel Chair at the 73rd Annual International Communication Association Conference, Toronto, Canada, May 25-29, for the session “HYBRID: Political Participation and Mobilization” of the Political Communication Division.
2022	Panel Chair at the Presented at the conference of the German Communication Association (DGPK), Cluj, Romania, October 6-8, 2022, Advertising Division, “Under the Influence: A Comprehensive Look at Social Media Influencers.”
2022	Panel Chair at the 72nd Annual International Communication Association Conference, Paris, May 26-30, for the session “The Strategic Use of Populist Communication by Political Actors” of the Political Communication Division.
2022	Panel Chair at the Annual Conference (Etmaal) of the <i>Netherlands and Flemish Communication Association</i> (NeFCA) (Political Communication Division). (online)
2020	Panel Chair Annual Conference of International Communication Association, Political Communication Division. (online)
2019	Panel Chair at the bi-annual conference of the Austrian Society for Communication (Österreichische Gesellschaft für Kommunikationswissenschaft, ÖGK) in Vienna.

Respondent/Discussant

- 05/2024 Panel discussant in panel on “Navigating academic career paths. Challenges and strategies” organized by the Vienna Doctoral School of Social Sciences and the Doctoral School of Historical and Cultural Studies on May 14, 2024.
- 11/2023 Respondent at the PhD Workshop of the DGPK Division Digital Communication & Media, Public Spheres and Gender

Conference Organization

- 06/2024 Organization of Vienna-Leuven VMCI Workshop from June 6-7, 2024. Participants: Heleen Dekoninck, Darian Harff, Ellen Van Houtven, Margot Lissens, Cato Waeterloos, Michaela Forrai, Alexandra Wölfle, Maximilian Klesl, Meike Müller, Desiree Schmuck

Panel Member/Reviewer for Third-Party Funding Providers:

- 05/2024 Peer Review of Grant Proposal for the Swiss National Science Foundation (SNSF).
- 05/2024 Peer Review of Grant Proposal for The Israel Science Foundation on the Personal Research Grants.
- 01/2024 Peer Review of Grant Proposal for German Academic Exchange Service (DAAD) - Postdoctoral funding program PRIME
- 09/2023 Peer Review of Grant Proposal for German Research Foundation (DFG)
- 08/2023 Peer Review of Grant Proposal for Austrian Research Foundation (FWF)
- 06/19 /2023 Panel member for the *Veni* Panel of the Dutch Research Foundation (NWO)
- 06/2023 Peer Review of *Vidi* Grant Proposal of the Dutch Research Foundation (NWO)
- 01/2023 Peer Review of Grant Proposal for Tryg Foundation Denmark

Ad Hoc Reviewer for Journals (46) (<https://www.webofscience.com/wos/author/record/1350125>)

1. Acta Politica
2. American Behavioral Scientist
3. American Political Science
4. Annals of Communication
5. Central European Journal of Communication
6. Communication Methods and Measures
7. Communication Monographs
8. Communication Research
9. Communications – The European Journal of Communication Research
10. Communication Theory
11. Cyberpsychology, Behaviour and Social Networking
12. Cyberpsychology: Journal of Psychosocial Research on Cyberspace
13. Environmental Communication
14. European Journal of Social Psychology
15. Human Communication Research
16. Information Communication & Society
17. Information Technology Review
18. Intercultural Relations
19. International Journal of Communication
20. International Journal of Public Opinion Research
21. International Journal of Press/Politics
22. Journalism
23. Journal of Advertising
24. Journal of Business Research
25. Journal of Children and Media
26. Journal of Communication

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| 27. Journal of Computer-Mediated Communication | 37. Mobile Media and Communication |
| 28. Journal of Ethnic and Migration Studies | 38. New Media and Society |
| 29. Journal of Family Issues | 39. Political Communication |
| 30. Journal of Marketing Communications | 40. Political Psychology |
| 31. Journal of Media Psychology | 41. Political Studies |
| 32. Journalism | 42. Psychology & Marketing |
| 33. Kommunikation.Medien | 43. Scandinavian Political Studies |
| 34. Median & Kommunikationswissenschaft (M&K) | 44. SCM, Studies in Communication Media |
| 35. Mass Communication and Society | 45. Social Media + Society |
| 36. Media Psychology | 46. Telematics & Informatics |
| | 47. The Journal of Social Psychology |

Reviewer for Conferences

- 73rd Annual Conference of the *International Communication Association (ICA)*, Political Communication Division
- 72nd Annual Conference of *International Communication Association (ICA)*, Political Communication Division
- 71st Annual Conference of *International Communication Association (ICA)*, Political Communication Division
- 70th Annual Conference of *International Communication Association (ICA)*, Political Communication Division
- 69th Annual Conference of *International Communication Association (ICA)*, Political Communication Division
- Annual Conference of the *Association for Education in Journalism and Mass Communication (AEJMC)*
- 2022 Annual Conference (Etmaal) of the *Netherlands and Flemish Communication Association (NeFCA)* (Media Psychology Division)
- 2021 Annual Conference (Etmaal) of the *Netherlands and Flemish Communication Association (NeFCA)* (Media Psychology Division)
- Annual Conference of the *German Communication Association (DGPUK)*

Internal Academic Service

- | | |
|-------------------|--|
| Since 09/2023 | Vice chair of the institutional review board IRB-Comm of the Department of Communication, University of Vienna |
| Since 11/2021 | Member of the Search Committee for the Open Rank Professorship “Strategische Communicatie” at KU Leuven |
| Since 05/2021 | Member of the “Designteam” for the Redesign of the Bachelor Program in Communication Science at the Faculty of Social Sciences |
| Since 10/2020 | Substitute Member of the Examination Committee Communicatiewetenschappen (KU Leuven, Belgium) |
| Since 10/2020 | Member of the KU Leuven Internationalization Committee IBEL |
| Since 10/2020 | Member of the Permanente Onderwijscommissies (POC) Communicatiewetenschappen (KU Leuven, Belgium) |
| 11/2020 – 02/2021 | Member of the Search Committee for the Open Rank Professorship “Health Communication” at KU Leuven |

- 01/2020 Organization of panel discussions “DGPuK in Dialogue” at the Annual Convention of the German Communication Associations at the Department of Media and Communication of the LMU Munich.
- 04/2019 Invitation, organization and management of the bi-annual conference of the Austrian Society for Communication (Österreichische Gesellschaft für Kommunikationswissenschaft, ÖGK) and the Department of Communication of the University of Vienna: „Responsibility”, April 25-27, 2019 in Vienna (together with Sabine Einwiller, Dana Grohs, Folker Hanusch, Friedrich Hausjell, Jörg Matthes, Daniel Nölleke, Jens Seiffert-Brockmann).

Support of Young Academics

- 04/2024 Recommendation and Financial Support for PhD Student Maximilian Klesl for: The **International Summer School of Political Communication** co-organized by the Department of Social and Political Sciences Milan and the Political Communication Division of the ICA.
- 04/2024 Recommendation and Financial Support for PhD Student Margot Lissens for: The **International Summer School of Political Communication** co-organized by the Department of Social and Political Sciences Milan and the Political Communication Division of the ICA.
- 12/2023 **Competitive travel grant** from the Flemish Research Foundation (FWO) for PhD student Heleen Dekoninck for a research stay at the University of Wageningen with Dr. Sophie Boerman
- **Total: 1188 EUR**
- Since 11/2023 **Competitive 4-year PhD Scholarship from the Flemish Research Foundation, FWO aspirant fellowship** for PhD student Ellen Van Houtven
- **Total: 100% 4-year fellowship + yearly bench fee of 3,700 EUR**
- 03/2023 Competitive travel grant for PhD student Darian Harff for the 73rd annual conference of the International Communication Association in Toronto, Canada from the Flemish Research Foundation (FWO).
- **Total: 800 EUR**
- 04/2022 Competitive travel Grant for PhD student Darian Harff for the 72nd annual conference of International Communication Association in Paris, France from the *Academische Stichting Leuven*
- **Total: 500 EUR**
- Since 11/2022 **Competitive 4-year PhD Scholarship from the Flemish Research Foundation, FWO aspirant fellowship** for PhD student Darian Harff
- **Total: 100% 4-year fellowship + yearly bench fee of 3,700 EUR**
- 05/2022 Competitive travel Grant for PhD student Heleen Dekoninck for annual conference of International Communication Association from the FWO (*awarded, but could not be accepted due to organizational reasons*)
- **Total: 800 EUR (awarded, but could not be accepted due to bureaucratic reasons)**
- 05/2022 Recommendation and Financial Support for PhD student Darian Harff for: The **International Summer School of Political Communication** co-organized by

the Department of Social and Political Sciences Milan and the Political Communication Division of the ICA.

Public Outreach

- 06/2024 Interview *De Morgen* on the topic: “Groen zoekt steun voor Petra De Sutter via Instagram: hoe zinvol zijn influencers in de politiek?” [Green seeks support for Petra De Sutter via Instagram: how useful are influencers in politics].
<https://www.demorgen.be/politiek/groen-zoekt-steun-voor-petra-de-sutter-via-instagram-hoe-zinvol-zijn-influencers-in-de-politiek~ba8b6c4b/>
- 05/2024 Interview Aviso DGPK: Intrinsisches Interesse als Motivator: 10 Fragen an Univ. Prof. Dr. Desirée Schmuck [Intrinsic interest as motivator: 10 questions for Prof. Dr. Desirée Schmuck]
- 03/2024 Interview in the radio show "OKFM4" on the topic "Was machen Politiker:innen auf TikTok? [What do politicians do on TikTok?] by Radio FM4.
- 02/2024 Panel Discussion with Desirée Schmuck on the topic: Nur schlechte Nachrichten sind gute Nachrichten? [Only bad news is good news?], organized by KULTUR.REGION.NIEDERÖSTERREICH, February 14. Summary broadcast by Radio Niederösterreich.
- 02/2024 Interview with *The Guardian* on the topic: Could Taylor Swift really swing the 2024 presidential election?
<https://www.theguardian.com/music/2024/feb/08/taylor-swift-2024-presidential-election>
- 12/2022 Interview with Desirée Schmuck in the *Süddeutsche Zeitung* on the topic of children's smartphone use and parents' mediation: "[Okay, aber nur noch 15 Minuten!](#)"
- 06/2022 Guest in the “*Social Media & Politics*” Podcast on the topic: Social Media Influencers and Politics, Environmental Behavior, and Covid Misinformation, with Dr. Desirée Schmuck (<https://socialmediaandpolitics.org/social-media-influencers-politics-environment-covid-misinformation-schmuck/>)
- 11/2021 Expert Statement for the magazine “*Gehirn & Geist – Spektrum der Wissenschaft*” on the topic „Machen uns soziale Medien unglücklich? [Do social media make us unhappy?] (<https://www.spektrum.de/frage/internetpsychologie-machen-soziale-medien-ungluecklich/1911832>)
- 09/2021 Interview with the investigative journalistic platform *DOSSIER* on the topic “Terror and media coverage“
- 03/2021 Magazine article in *Dixsy Magazine* about "Greenwashing" using the article "Misleading consumers with green advertising? An affect-reason-involvement account of greenwashing effects in environmental advertising" (Schmuck, Matthes, & Naderer, 2018) as source
- 07/2019 Interview with *Bloomberg News* (London Office) on the topic “Misleading Consumers with Green Advertising”.
- 06/2019 Keynote speaker and participation in Panel Discussion of the *Presseclub Concordia* on the topic „Terror and the Media. Can the Press be Turned into a Tool?“.
- 05/2019 Interview with the Austrian public broadcaster (*ORF*) radio (*Oe1*) #doublecheck on research about terrorism news coverage.

- 04/2019 Interview with the Austrian daily newspaper *Kurier* on the topic “The Media’s Role in Terrorism News Coverage”.
https://advertisingresearch.univie.ac.at/fileadmin/user_upload/p_advertisingresearch/Media/2019/Kurier15042019.pdf
- 10/2017 Participation in Panel Discussion on the topic “Election Campaign Photography”. *Westlicht Gallery*. Vienna.
- 08/2017 Newspaper interview with Desirée Schmuck about poster campaigns for the Austrian Parliamentary elections, *Wiener Zeitung*, August 26.
https://advertisingresearch.univie.ac.at/fileadmin/user_upload/p_advertisingresearch/Media/2017/WZ260817.pdf

Memberships

- *International Communication Association (ICA)*, Political Communication, Journalism Studies, and Mass Communication Divisions
- *Association for Education in Journalism and Mass Communication (AEJMC)*, Communication Theory & Methodology and Advertising Divisions
- *The Netherlands – Flanders Communication Association (NeFCA)*
- *German Communication Association (DGPK)*, Digital Communication, Communication and Politics, and Methods Divisions

Overview of Academic Teaching and Supervised Theses

Academic Teaching

Teaching at the University of Vienna (Principal Teacher)

SS 2024	Master course: FOSE: Forschungsseminar: Superwahljahr 2024: Braucht es Taylor Swift, um die Jugend zu mobilisieren? (10 ECTS)
SS 2024	Master course: MASE: Masterseminar Medieninnovation und Medienwandel (8 ECTS)
SS 2024	Research Master course: Advanced Statistical Data Analysis (5 ECTS)
SS 2024	Bachelor course: FoPRAX: Forschungspraxis: Hi ChatGPT, hast du Vorurteile? Chatbots, Stereotype und Vorurteile. (5 ECTS)

Teaching at KU Leuven (Principal Teacher)

2022/23	Master course: Expert Simulation: Media Psychology (B-KUL-S0G91A). 3 ECTS.
2022/23	Master course: Production and Consumption of Digital Media: Theory, Application and Practice (B-KUL-S0G76A, S0G93A, S0I69A). 6 ECTS.
2022/23	Master course: Research Designs for Communication Science: Principles [Principes], B-KUL-S0K45a, B-KUL-S0K47a). 3 ECTS.
2022/23	Master course: Research Designs for Communication Science: Specialization Quantitative Methods (B-KUL-S0K49a). 2 ECTS
2022/23	Master course: Research Designs for Communication Science: Specialization Digital Methods (B-KUL-S0K46a). 2 ECTS
2021/22	Master course: Expert Simulation: Media Psychology (B-KUL-S0G91A). 3 ECTS.
2021/22	Master course: Production and Consumption of Digital Media: Theory, Application and Practice (B-KUL-S0G76A, S0G93A, S0I69A). 6 ECTS.
2021/22	Master course: Research Designs for Communication Science: Principles [Principes], B-KUL-S0K45a, B-KUL-S0K47a). 3 ECTS.
2021/22	Master course: Research Designs for Communication Science: Specialization Quantitative Methods (B-KUL-S0K49a). 2 ECTS
2021/22	Master course: Research Designs for Communication Science: Specialization Digital Methods (B-KUL-S0K46a). 2 ECTS
2020/21	Master course: Production and Consumption of Digital Media: Theory, Application and Practice (B-KUL-S0G76A, S0G93A, S0I69A). 6 ECTS.
2020/21	Master course: Communicatiewetenschappelijke onderzoeksdesigns (B-KUL-S0F88B). 5 ECTS.
2020/21	Master course: Expert Simulation: Media Psychology (B-KUL-S0G91A). 3 ECTS.

Summer School at the University of Cologne (Principal Teacher)

07/2021	(Mis-)Information by Social Media Influencers and Youth's Political Engagement. <i>Cologne Summer School on Opinion Forming Processes in Digital Democracies</i> . University of Cologne. Organized by Victoria Bush and Marina Dikova.
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Doctoral Classes (Principal Teacher)

12/2019 PhD Class on “Populist Political Communication” at the Social Science Department of the Corvinus University of Budapest. Organized by Prof. Zoltán Balázs.

LMU Munich, Department of Media and Communication (Principal Teacher)

Summer 2020 Bachelor Research Seminar: Mobilization or Political Disengagement? The Effects of Social Media Influencers’ Communication on Political Interest and Political Participation → **Excellence in Teaching Award**

Summer 2020 Bachelor Seminar: Statistical Data Analysis [Datenanalyse] → **Excellence in Teaching Award**

Winter 2019/20 Bachelor Research Seminar: Digital Detox: The Effects of Digital Time-Outs on Well-Being. → **Excellence in Teaching Award University of Vienna, Department of Communication (Principal Teacher)**

Summer 2019 Bachelor Class: Statistical Data Analysis,
UE STADA (19S-22-220061-12)

Summer 2019 Bachelor Class: Quantitative Data Collection,
UE QUANTI (19S-22-220055-12)

Summer 2019 Bachelor Research Class: Digital Well-Being: The Relationship of Smartphone Monitoring Apps and Well-Being,
UE FOPRAX (19S-22-220031-07)

Winter 2018/19 Bachelor Class: Statistical Data Analysis,
UE STADA (18W-22-220055-07)

Winter 2018/19 Bachelor Class: Quantitative Data Collection,
UE QUANTI (18W-22-220053-07)

Winter 2018/19 Bachelor Class: Bachelor Thesis Seminar,
BAKK 1 (18W-22-220015-09)

Summer 2018 Bachelor Research Class: Long-Term Effects of Right-wing Populist Political Communication on Muslims’ Attitudes toward the Majority Population,
UE KFOR (18S-22-220040-08)

Summer 2018 Bachelor Class: Statistical Data Analysis,
UE STADA (18S-22-220061-11)

Summer 2018 Bachelor Class: Quantitative Data Collection,
UE QUANTI (18S-22-220055-11)

Summer 2017 Bachelor Research Class: Effects of Terror News Coverage,
UE KFOR (17S-22-220040-08)

Winter 2016/17 Bachelor Research Class: Effects of Counter-stereotypic Communication in Political Advertising,
UE KFOR (16W-22-220042-08)

Summer 2016 Bachelor Research Class: Effects of Right-Wing Populist Political Campaigns on Young Muslims,
UE KFOR (16S-22-220040-07)

Winter 2015/16 Bachelor Research Class: Attitudinal Effects of Stereotypes in Immigration News Coverage
UE KFOR (15W-22-220042-06)

Summer 2015 Bachelor Research Class: Effects of Right-Wing Populist Political Campaigns on Anti-Immigrant Attitudes, UE KFOR (15S-22-220040-05)

Supervision of PhD Theses

Ongoing (4):

Since 11/2023 Michaela Forrai, PhD Topic “The impact of virtual influencers: A self-determination theory approach”. (principal supervisor)

Since 11/2023 Alexandra Wölfle, PhD Topic “Gender and race bias in generative AI and its impact on in- and out-group members”. (principal supervisor)

Since 11/2023 Maximilian Klesl, PhD Topic “New political socialization agents in the digital age”. (principal supervisor)

Since 09/2023 Margot Lissens, PhD topic “Acquiring current political affairs knowledge: The potential positive effects of social media influencers”. (principal supervisor)

Since 12/2022 Ellen Van Houtven, PhD topic “The Role of Digital 'Super Peers' in Gender and Sexual Identity Achievement Among Adolescents”. (principal supervisor)

Since 10/2020 Heleen Dekoninck; PhD topic “Queens of the phone age: The role of social media influencers in shaping youth’s environmental attitudes and behaviors”. (principal supervisor)

Completed:

05/24 Darian Harff (principal supervisor, KU Leuven, Belgium, Defense 31/05/2024): PhD topic “Curating Political Information. How Social Media Influencers Discuss Politics and Shape Young People’s Political Involvement”.

05/24 Hannah Greber (Committee member, University of Vienna, Austria, Defense 28/05/2024)

05/24 Franz Reiter (Committee member, University of Vienna, Austria, Defense 27/05/2024)

04/24 Ruta Kaskelvičiute (Committee member, University of Vienna, Austria, Defense 29/04/2024)

12/23 Ariadne Neureiter (Committee member, University of Vienna, Austria, Defense 07/12/2023)

11/22 Marina Thomas (Committee member, University of Vienna, Austria, Defense 06/11/2023)

10/23 Sofie Vranken (Supervisory committee member, KU Leuven, Belgium, Defense 06/10/2023)

03/23 Sophie Morosoli (Committee member, University of Antwerp, Belgium, Defense date: 10/02/2023)

08/22 Jiun-Chi Lin (Committee member, National Sun Yat-sen University & KU Leuven, Defense date: 18/08/2022)

06/22 Dieter Dekeyser (Committee member, Ghent University, Belgium, Defense date: 07/06/2023)

Supervision of Master Theses

KU Leuven, Department of Communication

Completed (31):

2020 - 2021	(Mis-)Informed by Social Media Influencers? How Social Media Influencers on Instagram Shape COVID-19-related Opinion Formation and Behavior in Young Adulthood	Charlotte Bollen	Supervisor
2020 - 2021	How does the use of digital detox applications relate to students' academic performances, which underlying mechanisms explain this possible relation and what role does conscientiousness play?	Gaëlle Maes	Supervisor
2020 - 2021	Social Media Influencers as Political Educators: Case study of Colombian influencers	Andrea Marin Cardona	Supervisor
2020 - 2021	Social Media Influencers as Political and Environmental Educators? Investigating the motivations of social media influencers to engage with political and environmental topics	Marsela Svetoslavova Ivanova	Supervisor
2020 - 2021	The Impact of Digital Opinion Leadership on Political Interest and Participation in Post-dictatorship Tunisia	Lara Brahim	Supervisor
2020 - 2021	The Role of Influencers in Political Discussions and Mobilization on the example of Russia	Tatiana Gusintseva	Supervisor
2020 - 2021	The Theory of Planned Behavior and Content Type as Predictors of User Engagement: A Content Analysis of Fridays For Future Tweets	Robin Reinartz	Supervisor
2020 - 2021	The role of influencers in promoting attitude and purchase intention in the context of sustainable marketing: A theory of planned behaviour approach in Switzerland	Manon Léa Künzli	Supervisor
2020 - 2021	Theory of Planned Behaviour Components and Sentiment as Predictors of Online Engagement. A Quantitative Content Analysis of Fridays For Future Tweets	Carlo Prato	Supervisor
2020 - 2021	Why Are We Getting Tired of Social Media Influencers? Predictors of Influencer Marketing Fatigue. A cross-sectional study among Dutch-speaking young adults	Charlotte Schaaf	Supervisor
2020 - 2021	"Digital Detox? Users' motivations for and gratifications from reflective digital media use and digital disengagement.	Hui Wang	Supervisor
2021 - 2022	"I Got Your Back!": The effect of allyship in online hate speech toward black community members	Stella Belle Acquah	Supervisor
2021 - 2022	"Power to the People"? How Collective and External Political Efficacy Relate to Populist Attitudes, Non-Violent and Violent Political Action"	Michelle Moser	Supervisor
2021 - 2022	Behavioral change and Parasocial relationships. How social media influencers act as online idols and shape their followers' attitudes and behavior towards fashion, fitness and lifestyle.	Brinda Bharatkumar Patel	Supervisor
2021 - 2022	Feminist Influencers and Online Hate Speech in the Post-Soviet Context. Post-Soviet Feminist Influencers' Perspective on Hate Speech In The Direct Message Section and Coping Mechanisms	Ecaterina Caprari	Supervisor
2021 - 2022	From crisis to crisis: How social media is shaping politics in Brazil	Rodrigo Berndt Carro	Supervisor
2021 - 2022	Gender Politics, Climate Change and Race Issues or Politicians, Elections and Brexit? A Semi-Automated Content Analysis of British Political Influencers' Information Focus on YouTube	Niels Vanhorenbeek	Promotor
2021 - 2022	I Am Aware of the Risks, Am I? The Effect of a Twitter Warning Message with Social Bot Literacy on Social Bot Detection, the Likelihood to Follow One and the Moderating Role of Privacy Concerns.	Lucie Wittner Franckx	Supervisor
2021 - 2022	Mobile digital detox apps: An examination of how digital detox apps help users self-regulate their excessive use of social networking sites	Minh Hà Vũ	Supervisor
2021 - 2022	Perceived Threats from Bots and Trolls? How the Awareness of Social Bots and Trolling Behavior in the Social Media Environment Affects Social Media Users' Trust in Information and Online Engagement Behavior	Petrus-Daniel Ionescu	Supervisor
2021 - 2022	Responses to Unhealthy Advice: An Online-Experiment on Young People's Susceptibility to Influencers' Health-Related Misinformation	Marharyta Yurchenko	Supervisor
2021 - 2022	Social Media Idols: The Role of Perceived Similarity, Wishful Identification, and Parasocial Relationship with Influencers in Explaining Behaviors	Yu Luo	Supervisor
2021 - 2022	Social Media Influencers as Political Educators: Case study of Colombian influencers	Andrea Marin Cardona	Supervisor
2021 - 2022	Social media personalities and their role in identity construction among transgender, gender non-conforming (TGNC) and non-binary individuals	Valerii Resh	Supervisor
2021 - 2022	The effect of smartphone use on daily life: How digital detoxes can help decrease disadvantages of informal overtime	Justine Vandermeer	Supervisor
2021 - 2022	When Role Models Go Political: An Experiment on Effects of Influencers' and Celebrities' Political Messages on Youth's Participation Intention	João Carlos Ribeiro Nunes	Supervisor
2021 - 2022	"Digital Detox? Users' motivations for and gratifications from reflective digital media use and digital disengagement.	Hui Wang	Supervisor

2021 - 2022	"Protect The Unknown". Environmental Perceptions of Never-Before-Seen Natural Phenomena And Why We Still Feel Protective	Paul Frederik Slid	Supervisor
2021 - 2022	"Slide into DMs": Exploring Private Debate in Instagram's Direct Message Section of Feminist Influencers from Turkey	Aybüke Beren Kiraz	Supervisor
2021 - 2022	"Stand by me!" The role of severity and bystander intervention in online hate speech towards LGB minority members	Ellen Van Houtven	Supervisor

Co-Supervision (3):

- **Co-Supervisor to Prof. Reinemann (LMU Munich):**

2019 – 2020 Anastasia Kanavina (LMU Munich): Social media influencers and their influence on adolescents' and young adults' attitudes, emotions, and behavior

- **Co-Supervisor to Prof. Matthes (University of Vienna):**

2018 – 2019 Claudia Klobasa: The Islamic State and fear of terror: Exploring the effects of terrorism news coverage on news consumers' emotional and attitudinal responses.

2018 – 2019 Anna Weinacht: "Angst vor Terror – immer und überall?" Wirkung von Terrorberichterstattung auf Terrorangst, Wut gegenüber der Regierung und Wunsch nach restriktiveren Gesetzen

Supervision of Bachelor Theses

- **Bachelor Theses (25) (Principal Supervisor)**

2018 – 2019 Annik Bach (University of Vienna): Die Wahrnehmung von Gefängnisinsassen und Ex-Sträflingen anhand von Fernsehshows [The perception of prisoners and ex-convicts in response to television shows].

2018 – 2019 Fenja Behnke (University of Vienna): Wirkung der Darstellung von Stiefeltern und Patchwork-Familien in Kinderfilmen auf Kinder im Alter von 6 bis 10 Jahren [Effects of the portrayal of stepparents and patchwork families in children's films on children aged 6 to 10 years].

2018 – 2019 Manuel Boschitsch (University of Vienna): Warum Stacey Abrams verloren hat. Der Einfluss von Social Cues und Identity Politics auf Politische Wahlen am Beispiel von Stacey Abrams bei den Wahlen zum Gouverneursamt in Georgia 2018 [Why Stacey Abrams lost. The influence of social cues and identity politics on political elections using the example of Stacey Abrams in the 2018 Governor's elections in Georgia].

2018 – 2019 Larissa Brezovsky (University of Vienna): Selbst-Objektifikation adoleszenter Mädchen. Die Auswirkung stereotypisierter und objektifizierender Selbstdarstellung von Influencern auf das Selbstbild adoleszenter Mädchen [Self-objectification of adolescent girls. The impact of stereotyped and objectifying self-representation of influencers on the self-image of adolescent girls].

2018 – 2019 Svenja Helene Brinckmann (University of Vienna): Die stereotype und sexistische Darstellung der Geschlechter in Computerspielen und ihre Auswirkungen [The stereotypical and sexist portrayal of gender in computer games and its effects on viewers].

- 2018 – 2019 Samira Gharbi (University of Vienna): Medienwirkung von Alkoholkonsum in Fernsehserien [The impact of alcohol consumption in television series on viewers].
- 2018 – 2019 Gracia Gunkel (University of Vienna): Digitale Resonanz. Engagement- und Learningeffekt durch Gruppendynamiken im digitalen Netz am Fallbeispiel der Tarot Youtube 2018 – 2019 Community [Digital Resonance. Engagement and learning effect through group dynamics in the digital network, using the case study of the Tarot Youtube Community].
- 2018 – 2019 Christina Hafellner (University of Vienna): „Du Nichts, Ich Mann“. Die Wirkung und Effekte von misogynem Deutschrap auf Frauen [“I’m a man and you are nothing”. The effect of misogynous German rap music on women].
- 2018 – 2019 Ina Hilger (University of Vienna): Did Bots Make America Great Again? Die Beeinflussung und Manipulation der Meinungsbildung von Twitter-Usern durch Bots, anhand des Beispiels des US-amerikanischen Präsidentschaftswahlkampfes 2016 [Did bots make America great again? The influence and manipulation of Twitter users' opinion making by bots, using the example of the US presidential election campaign 2016].
- 2018 – 2019 Melanie Mühl (University of Vienna): Produktplatzierungen in Kinderfilmen. Der Einfluss von Produktplatzierungen gesunder Lebensmittel auf die Produktwahl und die Markenbewertung von Kindern [Product placements in children's films. The influence of product placements of healthy foods on children's product choice and brand evaluation].
- 2018 – 2019 Thomas Kirchmair (University of Vienna): Vater-Vater-Kind? Der Einfluss der Rezeption von Modern Family auf die Perzeption des traditionellen Familienbilds [Father-father-child? The influence of watching Modern Family on the perception of the traditional family image].
- 2018 – 2019 Catharina Müller (University of Vienna): Gefährlicher Newsfeed? Wie Werbung für alkoholische Getränke auf sozialen Medien Jugendliche beeinflusst [Dangerous news feed? How advertising for alcoholic beverages on social media influences young people].
- 2018 – 2019 Sara Reisinger (University of Vienna): Der Einfluss von Social-Media-Hashtags. Die Wirkung von Hashtags wie #MeToo auf den Mut, persönliche Erfahrungen zu teilen. The influence of social media hashtags. The effect of hashtags like #MeToo on the intention to share personal experiences.
- 2018 – 2019 Nives Maria Reumann (University of Vienna): Der 13-Reasons-Why-Effekt? Wirkungen von Suiziddarstellungen in Unterhaltungsmedien anhand der Serie 13 Reasons Why [The 13 Reasons-Why effect? Effects of suicide portrayals in entertainment media based on the series 13 Reasons Why].
- 2018 – 2019 Isabel Schmidt (University of Vienna): #Sponsored: Transparente Werbung bei Influencern? Die Wirkung von Disclosures im Rahmen von Influencer Marketing auf die Kaufintention von Jugendlichen. [#Sponsored: Transparent advertising for influencers? The effect of disclosures in the context of influencer marketing on the buying intention of young people].
- 2018 – 2019 Eva Schrittwieser (University of Vienna): Die Auswirkungen von politischer Medienkritik auf das Medienvertrauen am Beispiel der E-Mail-Affäre im

- September 2018 [The effects of political media criticism on media trust, using the example of the September 2018 e-mail affair].
- 2018 – 2019 Jessica Seitz (University of Vienna): Krieg und Terror. Die Wirkung von Berichterstattungen über Krieg und Terror auf die Emotionen und politische Einstellung der Rezipient*innen War and terror [The effect of reporting on war and terror on the emotions and political attitudes of the recipients].
- 2018 – 2019 Petra Slastanova (University of Vienna): Mindfulness als neuer Hype der Podcast-Branche? Die Wirkung der Podcasts über Mindfulness als neuer Trend medialer Anwendung von Persönlichkeitsentwicklung anhand des Beispiels von Happy, holy & confident [Mindfulness as a new hype in the podcast industry? The effect of podcasts about mindfulness as a new trend in the media application of personal development using the example of Happy, holy & confident].
- 2018 – 2019 Emella Softic (University of Vienna): Klassische und Feministische Frauenzeitschriften im Vergleich. Die Auswirkung von Schlankheitsidealen und Körperdarstellungen in Frauenzeitschriften auf den Selbstwert von Frauen im Alter von 15 – 25 Jahren [Classical and feminist women's magazines in comparison. The effect of slimming ideals and body images in women's magazines on the self-esteem of women aged 15-25].
- 2018 – 2019 Barbara Steinmaurer (University of Vienna): Rezeption von bisexuellen Charakteren im TV und die Einstellung gegenüber bisexuellen Menschen in der Realität – Besteht ein positiver Zusammenhang? [Exposure to bisexual characters on TV and behavior toward bisexual people in reality - is there a positive correlation?]
- 2018 – 2019 Paul Vincent Viol (University of Vienna): Sie sind gar nicht so schlimm! Die Verbreitung von Stereotypen über Computer Spieler in Medien, und ihre Wirkung auf die Gesellschaft. They are not so bad! The spread of stereotypes about computer players in media, and their effect on society.
- 2018 – 2019 Christian Wielgosz (University of Vienna): Sipping on Dom Pérignon for no reason. Die Auswirkung von Alkoholischen Darstellungen Im Hip Hop auf den Alkoholkonsum von Jugendlichen. Sipping on Dom Pérignon for no reason. The effect of alcohol depictions in hip hop on the alcohol consumption of young people.
- 2018 – 2019 Lea Wimmer (University of Vienna): Feministische Identität und kollektives Handeln. Die mediale Wirkung der #MeToo- Kampagne und ihre unterschiedlichen Auswirkungen zwischen Frauen und Männern hinsichtlich Feminismus [Feminist identity and collective action. The media impact of the #MeToo- campaign and its different effects on women and men regarding feminist attitudes].
- 2018 – 2019 Christoph Rosner (University of Vienna): Der Einfluss der 2017 BIPA Werbekampagne "Weil ich ein Mädchen bin" auf Frauen [Advertising impact of the 2017 BIPA campaign "Because I'm a girl!" on women].
- 2018 – 2019 Cornelia Winkler (University of Vienna): Die Werbung – „Hassliebe“? Die Auswirkungen des Massenmediums Werbung auf das Selbstbewusstsein von Frauen am Beispiel der Marke DOVE in Österreich [Advertising – a "love-hate relationship"? The effects of the mass medium advertising on the self-confidence of women using the example of the brand DOVE in Austria].

