

PUBLICATIONS

A) PEER-REVIEWED ARTICLES

- Reinhardt, A., & Eitze, S.** (2025). Breaking the endometriosis silence: A social norm approach to reducing menstrual stigma and policy resistance among young adults. *Psychology & Health*, 40(6), 881-903. <http://dx.doi.org/10.1080/08870446.2023.2277838>
- Reinhardt, A.,** Matthes, J., Bojic, L., Maindal, H. T., Paraschiv, C., & Ryom, K. (2025). Help me, Doctor AI? A cross-national experiment on the effects of disease threat and stigma on AI health information-seeking intentions. *Computers in Human Behavior*, 172, 108718. <https://doi.org/10.1016/j.chb.2025.108718>
- Reinhardt, A.,** Wilhelm, C., & Mayen, S. (2025). Experimental Testing of Active vs. Passive Inoculation Interventions on Adolescents' Discernment of News Credibility and Learning Enjoyment. *Journal of Media Psychology*, online first. <http://dx.doi.org/10.1027/1864-1105/a000471>
- Eitze, S., & **Reinhardt, A.** (2025). Keep Period Pain a Secret? Expanding the Theory of Planned Behavior with Endometriosis Knowledge and Menstrual Stigma to Explain Women's Intentions to Talk About Menstrual Discomfort. *Health Psychology*. Online first. <http://dx.doi.org/10.1037/hea0001502>
- Mayen, S., **Reinhardt, A.,** & Wilhelm, C. (2025). Revealing the interplay between digital media use and affective well-being across developmental stages: Results of an experience sampling study with Austrian adolescents. *Journal of Children and Media*, online first. <https://doi.org/10.1080/17482798.2024.2443662>
- Reinhardt, A.,** Mayen, S., & Wilhelm, C. (2024). Uncovering the missing pieces: Predictors of non-response in a Mobile Experience Sampling study on media effects among youth. *Social Science Computer Review*. Online first. <https://doi.org/10.1177/08944393241235182>
- Mayen, S., **Reinhardt, A.,** & Wilhelm, C. (2024). Instruments for Measuring Youth Digital Media Use: A Comparison of App-and Web-based Mobile Experience Sampling Tools. *MedienPädagogik: Zeitschrift für Theorie und Praxis der Medienbildung*, 60, 93-119. <https://doi.org/10.21240/mpaed/60/2024.04.25.X>
- Reinhardt, A.,** Wilhelm, C., & Mayen, S. (2023). Time for digital media but no time for school? An investigation of displacement effects among adolescents of Gen X, Y, and Z. *Psychology of Popular Media*. Advance online publication. <https://doi.org/10.1037/ppm0000479>

- Reinhardt, A.**, Weber, W., & Rossmann, C. (2022). Drivers of young adults' voluntary compliance with COVID-19 protective measures: results from a multi-method study. *BMC Public Health*, 22(1), 2401. <https://doi.org/10.1186/s12889-022-14752-y>
- Reinhardt, A.**, Rossmann, C., & Engel, E. (2022). Radio public service announcements to promote vaccinations for older adults: effects of framing and distraction. *Vaccine*, 40(33), 4864-4871. <http://dx.doi.org/10.1016/j.vaccine.2022.06.037>
- Ort, A., **Reinhardt, A.**, Koch, L., & Rossmann, C. (2021). The emotional effects of gain-loss frames in persuasive messages about sun protection on health promotional outcomes: evidence from an experimental study. *Health Communication*, 38(3), 512-521. <https://doi.org/10.1080/10410236.2021.1956072>
- Reinhardt, A.**, & Rossmann, C. (2021). Age-related framing effects: Why vaccination against COVID-19 should be promoted differently in younger and older adults. *Journal of Experimental Psychology: Applied*, 27(4), 669-678. <http://dx.doi.org/10.1037/xap0000378>
- Weber, W., **Reinhardt, A.** & Rossmann, C. (2020). Lifestyle segmentation to explain the online health information-seeking behavior of older adults: representative telephone survey. *Journal of Medical Internet Research*, 22(6), e15099. <https://doi.org/10.2196/15099>
- Betsch, C., Rossmann, C., Pletz, M. W., Vollmar, H. C., Freytag, A., Wichmann, O., Hanke, R., Hanke, W., Heinemeier, D., Schmid, P., Eintze, S., Weber, W., **Reinhardt, A.**, ..., & Reinhart, K. (2018). Increasing influenza and pneumococcal vaccine uptake in the elderly: study protocol for the multi-methods prospective intervention study vaccination60+. *BMC Public Health*, 18(1), 885. <https://doi.org/10.1186/s12889-018-5787-9>
- Reinhardt, A.**, Weber, W. & Rossmann, C. (2017). Effects of exemplars and base-rate information on online physician rating sites. *Studies in Communication and Media*, 6(4), 420-442. <http://dx.doi.org/10.5771/2192-4007-2017-4-420>

B) MONOGRAPHS & BOOK CHAPTERS

- Reinhardt, A.** (2021). *Framing-Effekte im Alter: Message Framing als effektive Strategie zur Steigerung der Impfbereitschaft in der Zielgruppe 60+?* [Age-related framing effects: Is message framing an effective strategy to promote vaccination behavior in older adults?]. Nomos Verlag.
- Reinhardt, A.**, Brill, J., & Rossmann, C. (2021). Eine Typologie des Informationsverhaltens der Deutschen in der Corona-Pandemie unter Berücksichtigung von Themenverdrossenheit [A typology of information seeking behaviors]. In F. Sukalla & C. Voight (Eds.), *Risiken und Potenziale in der Gesundheitskommunikation* [Risks and potentials in health

communication research] (pp. 31-42). Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft e.V. <https://doi.org/10.21241/ssoar.74688>

Reinhardt, A., Jäger, S. & Rossmann, C. (2019). Gesundheits- und Risikokommunikation in den Gesundheitsberufen [Health and risk communication in healthcare]. In R. Haring (Ed.), *Gesundheitswissenschaften* [Health science] (pp. 257-267). Springer.

Reinhardt, A. & Rossmann, C. (2019). Erotik in der Gesundheitskommunikation [Erotic appeals in health communication]. In C. Rossmann & M. Hastall (Eds.), *Handbuch der Gesundheitskommunikation* [Handbook of health communication] (pp. 481-492). Springer.

TALKS AND PRESENTATIONS

A) PEER-REVIEWED PRESENTATIONS

Reinhardt, A., Matthes, J., Bojic, L., Maindal, H. T., Paraschiv, C. & Ryom, K. (2025, June 12-16). Help me, Doctor AI? A Cross-National Experiment on the Effects of Disease Threat and Stigma on AI Health Information-Seeking Intentions. 75th Annual Conference of the International Communication Association, Denver/USA.

Eitze, S., & **Reinhardt, A.** (2024, November 20-22). Keep Period Pain a Secret? Expanding the Theory of Planned Behavior with Endometriosis Knowledge and Menstrual Stigma to Explain Women's Intentions to Talk About Menstrual Discomfort. Annual conference of the DGPK group Health Communication, Luzern/Switzerland.

Rossmann, C. & **Reinhardt, A.** (2024, September 24-27). Threat, self-protection, or prosocial? The effects of message appeals on young adults' COVID-19 protection measures. 10th European Communication Conference, Ljubljana/Slovenia.

Reinhardt, A., Prandner, D., Mayen, S., & Wilhelm, C. (2024, September 18-20). Bridging Data Gaps via Data Fusion? A Case Study Using Time-Use and Academic Performance Data. Annual conference of the DGPK groups Methods & Digital Communication, Hamburg/Germany.

Reinhardt, A., Mayen, S., & Wilhelm, C. (2024, June 20-24). Uncovering the missing pieces: Predictors of non-response in a Mobile Experience Sampling study on media effects among youth. 74th Annual Conference of the International Communication Association, Gold Coast/Australia.

Reinhardt, A., Wilhelm, C., & Mayen, S. (2024, June 20-24). Game-changer or game over? Experimental testing of active vs. passive inoculation interventions in school settings. 74th Annual Conference of the International Communication Association, Gold Coast/Australia.

- Mayen, S., **Reinhardt, A.**, & Wilhelm, C. (2024, June 20-24). Revealing the interplay between digital media use and adolescents' affective well-being: Results of a Mobile Experience Sampling study. 74th Annual Conference of the International Communication Association, Gold Coast/Australia.
- Mayen, S., **Reinhardt, A.**, & Wilhelm, C. (2024, June 20-24). Poster: The role of digital media activities in shaping adolescent learning and academic performance. 74th Annual Conference of the International Communication Association, Gold Coast/Australia. * **Top Poster Award**
- Wilhelm, C., **Reinhardt, A.**, & Mayen, S. (2024, June 20-24). Does Context Matter? How Time, Space, and Social Context Shape Adolescent Media Use. 74th Annual Conference of the International Communication Association, Gold Coast/Australia.
- Wilhelm, C., **Reinhardt, A.**, & Mayen, S. (2023, March 13-15). Eine Frage des Kontexts? Eine Mobile-Experience-Studie zu raum-zeitlichen und sozialen Bedingungen jugendlicher Mediennutzung [A question of context? A mobile experience study on the spatio-temporal and social conditions of young people's media use]. DGPuK Annual Conference, Erfurt/Germany.
- Reinhardt, A.**, Wilhelm, C., & Mayen, S. (2023, May 19-20). Serious Games als Heilmittel gegen Fake News? Entwicklung eines Inoculation Web-Games zur Einbindung in den Schulunterricht [Serious games as cure to fake news? Design of an inoculation web game for educational purposes]. DGPuK Annual Conference, Bremen/Germany.
- Reinhardt, A.**, Wilhelm, C., & Mayen, S. (2023, May 26-29). Time for Digital Media but no Time for School? A Media-Generational Investigation of Displacement Effects Among Adolescents. 73rd Annual Conference of the International Communication Association, Toronto/Canada.
- Eitze, S. & **Reinhardt, A.** (2023, May 26-29). Awareness, knowledge, and stigma in the context of endometriosis campaigns and policy design – Nobody has a monopoly on wisdom (yet). 73rd Annual Conference of the International Communication Association, Toronto/Canada.
- Mayen, S., **Reinhardt, A.**, & Wilhelm, C. (2023, May 26-29). Measuring youth digital media use: A comparison of app- and web-based Mobile Experience Sampling tools. 73rd Annual Conference of the International Communication Association, Toronto/Canada.
- Ort, A., **Reinhardt, A.**, Wirz, D., Koch, L., Fahr, A., & Rossmann, C. (2023, May 26-29). Are we actually feeling ourselves? Potentials and limitations of measuring arousal using physiological measurement vs. self-reports. 73rd Annual Conference of the International Communication Association, Toronto/Canada.

Mayen, S., **Reinhardt, A.**, & Wilhelm, C. (2022, October 6). Instrumente zur Messung jugendlicher Mediennutzung: Ein Vergleich von App- und Web-basierten Mobile Experience Sampling Tools [Instruments to measure adolescents' media use: A comparison of app- and web-based MES tools]. Annual conference of the DGPUK group Media Education, Hamburg/Germany.

Reinhardt, A., Rossmann, C., & Weber, W. (2022, May 26-31). Factors of planned compliance with COVID-19 protective measures in phases of re-opening: Results from a multi-methods study among adolescents and young adults. 72nd Annual Conference of the International Communication Association, Paris/France. * **Best Paper Panel**

Wiedecke, A., Brill, J., Rossmann, C., Stehr, P., **Reinhardt, A.**, Temmann, L.J., Weber, W., & Wendt, K.M. (2021, November 17-19). Themenverdrossenheit in der COVID-19-Pandemie. Mehrmethoden-Design zur Analyse der TV-Berichterstattung und ihrer Wahrnehmung durch Rezipierende [Topic fatigue during the coronavirus pandemic. A multi-methods study investigating media coverage and recipients' receptions]. 6th Annual Conference of the DGPUK group Health Communication, virtual conference.

Ort, A., **Reinhardt, A.**, Koch, L., & Rossmann, C. (2021, April 7-9). Message Framing und Emotional Flow: Wirksamkeit von uni- und multivalenten Gewinn- und Verlust-Frames zur Förderung von Sonnenschutzverhalten [Message framing and emotional flow: Effects of uni- and multi-valent framing on sun protection behavior]. DACH conference, virtual conference.

Reinhardt, A., Weber, W., Rossmann, C., Stehr, P., Brill, J., Temmann, L. J., & Wendt, K. N. (2020, November 12-13). Eine Typologie des Informationsverhaltens der Deutschen in der Corona-Pandemie: Einsetzende Themenverdrossenheit führt zur Zunahme von Informationsvermeidenden [A typology of information seeking behavior during the coronavirus pandemic]. 5th Annual conference of the DGPUK group Health Communication, virtual conference.

Rossmann, C., Stehr, P., Brill, J., **Reinhardt, A.**, Temmann, L. J., Weber, W. & Wendt, K. N. (2020, November 12-13). Gesundheitsinformationsverhalten in Krisenzeiten: Determinanten der Informationsaufnahme und -verarbeitung deutscher Bundesbürger*innen zu Beginn der SARS-CoV-2-Pandemie [Health information seeking during the crisis – predictors of information seeking behavior at the beginning of the coronavirus pandemic]. 5th Annual conference of the DGPUK group Health Communication, virtual conference. * **Best Paper Panel**

Reinhardt, A. (2020, May 21-25). Radio public service announcements to promote vaccination behavior in older ages: effects of distraction and framing. 70th Annual conference of the International Communication Association, virtual conference.

- Koch, L., Ort, A., **Reinhardt, A.**, Weber, W., Rossmann, C., & Fahr, A. (2020, April 2-4). The impact of mixed-valence frames on sun protection – new insights into gain-loss framing considering emotional flow and arousal. Kentucky Conference on Health Communication, virtual conference.
- Heinemeier, D., **Reinhardt, A.**, Hanke, R., Betsch, C. & Rossmann, C. (2019, May 24-28). Insights into the vaccination60+ campaign design – Ideation and evaluation of campaign concepts and ideas. 69th Annual conference of the International Communication Association, Washington, D.C./USA.
- Reinhardt, A.** (2019, May 24-28). Prospect theory and age: The mediating effect of psychological reactance on vaccination attitudes and behavioral intentions in younger and older adults. 69th Annual conference of the International Communication Association, Washington, D.C./USA.
- Weber, W., **Reinhardt, A.** & Rossmann, C. (2019, May 24-28). Lifestyle segmentation to explain health information seeking behavior of older adults – results of a representative telephone survey. 69th Annual conference of the International Communication Association, Washington, D.C./USA.
- Reinhardt, A.** & Rossmann, C. (2018, November 15-17). Einflussfaktoren des Message Framings bei Senioren im Impfkontext [Moderators of framing effects in the context of vaccination promotion among older adults]. 3rd Annual conference of the DGPuK group Health Communication, Augsburg/Germany.
- Weber, W., **Reinhardt, A.** & Rossmann, C. (2018, November 15-17). Welche Rolle spielen Gesundheitsinformationen im Internet für Ältere? Ergebnisse einer repräsentativen Telefonbefragung unter Berücksichtigung von Lebensstilen [Online health information seeking behavior of older adults in Germany]. 3rd Annual conference of the DGPuK group Health Communication, Augsburg/Germany.
- Reinhardt, A.**, Weber, W., Hanke, R., Rossmann, C. & Betsch, C. (2018, May 24-28). The effects of message framing on acceptance of influenza and pneumococcal vaccine among older adults. 68th Annual conference of the International Communication Association, Prague/Czech.
- Rossmann, C., Betsch, C., Hanke, R., Weber, W., **Reinhardt, A.** & vaccination60+ study group (2017, November 15-17). Für das Plus im Leben: Evidenzinformierte Planung einer Kampagne zur Förderung der Impfbereitschaft bei Menschen ab 60 Jahren [Evidence-based development of a health campaign to promote vaccination behavior of older adults]. 2nd Annual conference of the DGPuK group Health Communication, Erfurt/Germany.

Krenkel, K., **Reinhardt, A.** & Rossmann, C. (2016, November 23-25). Die Bedeutung von summarischen Realitätsbeschreibungen und Fallbeispielen auf Arztbewertungsportalen im Internet [Effects of base-rates and exemplars on doctor rating websites]. 1st Annual conference of the DGPuK group Health Communication, Hamburg/Germany.

B) INVITED TALKS & GUEST LECTURES

Reinhardt, A., (2025, June 26). Impfskepsis verstehen und begegnen: Gründe des Nicht-Impfens und wie sie adressiert werden können [Understanding and countering vaccine hesitancy: Reasons for non-vaccination and how they can be addressed]. 66. Seminar für ärztliche Fort- und Weiterbildung, Westerland/Germany.

Wilhelm, C., **Reinhardt, A.**, & Mayen, S. (2025, January 20). Investigating youth digital media use: between displacement, well-being, and school performance. *Research Talk Series*. University of Vienna, Department of Communication, Vienna/Austria.

Reinhardt, A. (2022, November 10). Theory- and evidence-based health campaign planning: Dos and Don'ts. KU Leuven/Belgium.

Reinhardt, A. & Weber, W. (2020, December 4). Erstellung einer Impfkampagne am Beispiel von impfen60+ [Development of a vaccination campaign: The vaccination60+ campaign]. FU Berlin/Germany.

Reinhardt, A. & Heinemeier, D. (2019, January 30-31). Pitching innovative campaigns to increase influenza uptake rates - The vaccination60+ campaign. Expert Meeting of the International Federation on Ageing, Berlin/Germany.

Reinhardt, A. & Weber, W. (2018, September 22). Erste Ergebnisse der Kampagne impfen60+ [Insights into the vaccination60+ campaign]. Thüringer Impftage, Erfurt/Germany.